

**Canadian Business Press  
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**NEWS RELEASE**

Attention: Assignment Desk

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**B2B PUBLICATIONS HOLD THEIR OWN IN THE INTERNET ERA  
Starch Information Sources study reveals why specialized business publications are  
still relevant today**

TORONTO- In a world where the web dominates in news and information, it is easy to assume that print mediums will become insignificant. But in the business-to-business (B2B) world, specialized magazines remain an important source of information. A 2010 study by Starch Research Services reports that business publications rank as the second most useful source of B2B information on products and services purchased. The Internet ranked first in the seven industry sectors surveyed.

“The rapid growth of the Internet resulted in major changes for the industrial and professional sectors since the last study. Several organizations had to rethink how to conduct their businesses and be active in the online community,” says Brian Hickey, President, Starch Research Services Limited. “This study shows how traditional B2B media, specifically specialized business magazines, remains a vital source of information. Business publications maintain a high level of usefulness in the B2B world.”

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The Starch Information Sources Study's goal was to determine the role the business press played in the communication of business information to key purchasing decision makers.

The study measured the usefulness of all media that buyers use in seven sectors: agriculture; automotive and trucking; computers and technology; manufacturing; resources and construction; retail; and travel and tourism. Fifty-eight individual publications provided 500 randomly selected names from their circulation. The research shows that specialized business publications rank in the top two of information sources in five of the seven sectors.

“We are very pleased to have partnered with the Canadian Business Press on this important study” says Karen Thorne-Stone, Ontario Media Development Corporation President and CEO. “OMDC recognizes that business-to-business magazines are trusted sources of vital information to hundreds of industries, and the Information Sources study backs this up”.

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The first Information Sources Study was conducted by Starch Research in Canada in 1996. Follow-up studies in 2000, 2004 and 2010 revealed the continued value of specialized business publications, which represent 27 per cent of the nation's magazines. Specialized business publications are a logical choice in any B2B marketing communication program as they are highly targeted in almost every industrial and professional sector. Funding for the study was provided by the Department of Canadian Heritage through the Canada Magazine Fund and by Ontario Media Development Corporation (OMDC) through its research program.

“The Starch study provides useful insight about the continued importance of B2B print publications,” says John W. Kerr, Jr., Chairman, Canadian Business Press. “The rise of Web 2.0 has led to the increased demand for specialty markets. We are witnessing the move from print to online media. However, the study proves that the Internet isn't the only avenue to provide useful B2B information. For over a century, the business press has been a valued niche-marketing industry and continues to be a source for Canadian business and professional decision makers.”

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The Canadian Business Press (CBP), established in 1920 and incorporated as a not-for-profit association in 1981, is the industry association for Canada's 740 businesses, professional and farm productions across Canada. CBP works to promote the business press as a medium for advertising and as a prime source of information for and about Canadian business, industry, the professions and government. Additional information is available at [www.cbp.ca](http://www.cbp.ca).