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ELECTRICAL BUSINESS MAGAZINE CELEBRATES 50 YEARS OF SERVICE

May 2014 - Electrical Business Magazine is celebrating its 50th anniversary this year as the leading publication serving Canada's professional electrical industry. And while EBMag has seen many changes over the years, its mission is to always serve the needs of its readership first and foremost, in harmony with its client advertisers and supporters.

"Despite our years in the industry, our readers and advertisers' attention and loyalty are not a birthright," says Anthony Capkun, EBMag's editor of nearly 10 years. "If we don't continue to deliver quality content—to push new ideas and initiatives—we don't deserve to serve... plain and simple."

The electrical landscape is made up of numerous professionals—including contractors, engineers and linemen, manufacturers, distributors and agents, codes and standards professionals, inspectors, associations and more—and no one tries harder than EBMag to bridge the gap between these seemingly disparate entities to create a sense a community.

"It is not enough to merely report on the happenings in our industry from afar, but to be an integral part of our industry... to show our solidarity with electrical professionals everywhere," continues Capkun. "We participate in both major and niche electrical events across Canada and the States, providing on-the-spot coverage, investigating new trends, and networking with key people that shape our industry. This enables us to provide the insights our readers have come to expect."

Founded in May 1964 by J.W. Kerr, Jim Wilson (president of Canada Electric) and James Wilson (president of the Canadian Electrical Contractors Association), Electrical Business Magazine has stayed true to its roots in that it continues to be a family-managed affair; it is owned and operated today by Mike and Sue Fredericks of Annex Business Media—Canada's largest privately owned business media company.

What started as a single print publication 50 years ago is today the most multi-faceted Canadian offering for both buyers and specifiers of electrical products and services, and those who offer them.

“When you consider Electrical Business, L’industrie électrique, NETcomm, Energy Manager and Distribution & Supply, all our various newsletters, eBooks and Tweets, and content-rich websites with current news, features, video, etc., it’s easy to see why readers and viewers turn to us time and again,” notes EBMag’s publisher, John MacPherson.

“Electrical Business is more than a magazine: it’s an institution. And like the owner of a fine watch, we are not so much EBMag’s publishers as we are its caretakers,” Capkun points out. “It has been an honour to be part of EB’s history and we look forward to many more years to come.”

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N.B. Keep an eye out for the commemorative July 2014 edition of Electrical Business, which will include a special retrospective over the last 50 years. For advertising opportunities, contact Scott Hoy, shoy@annexweb.com or (905) 726-4664. Visit us online at www.EBmag.com and Twitter @EBMag.