

# green city

THE SUSTAINABLE URBAN ENVIRONMENT

## YOUR ACCESS TO A RAPIDLY CHANGING WORLD

- ▶ Our readers are discriminating and environmentally aware.
- ▶ They represent a significant and growing segment of the Canadian population.
- ▶ They're willing and financially able to pay for their positive lifestyle choices.
- ▶ Our readers are seeking information sparked by the Kyoto Protocol and other initiatives that are bringing environmental awareness to the forefront.
- ▶ Your advertisement will identify you with the leading edge of a powerful and accelerating shift to sustainability imperatives.
- ▶ We've partnered with Home Depot - the ideal venue for the distribution of Green City. Home Depot shares our environmental and ecological values, and wants to make a difference.

## EDITORIAL CONTENT

**Green City** highlights the opportunities that are available to make purchasing decisions that are personally and socially healthy, and also good for the planet. Editorial features and departments will focus in a practical way on six key sectors:



- ▶ **Building and renovation** - home and work environment;
- ▶ **Transportation** - individual and mass transit;
- ▶ **Community planning** - doing a better job with our communities and infrastructure;
- ▶ **Energy** - conservation and alternative sources;
- ▶ **Water** - conservation, treatment and handling;
- ▶ **Lifestyles** - choices for responsible living.