



Intelligence you can count on.

Dear FPinfomart Client,

FPinfomart is pleased to announce that it has partnered with the Social Media Group to offer integrated traditional and social media measurement, analysis and consulting services. More information about this exciting new product can be found below.

In addition, new sources have been added to the FPinfomart.ca website, and the Training and Professional Services team will host a virtual training session.

As always, if you ever have questions or comments about the site, or the contents of this newsletter, please do not hesitate to contact me.

[Katie McKinnon](#)

416-442-2941

Product Enhancements

Social Media Reporting

People are talking about your company and brands online. Do you know what they are saying?

Listening to what is being said in social media, and knowing what the conversation means, is integral to providing a holistic view of your company in the media landscape. An understanding of the social conversation allows you to know what to do about it, and provides a foundation for your company to build its social media strategy.

FPinfomart is pleased to announce that it has partnered with the Social Media Group to offer integrated traditional and social media measurement, analysis and consulting services. Headquartered in Toronto, Social Media Group is one of North America's leading social media agencies.

For more information on how FPinfomart can help you monitor and analyze your social media content, please [contact us](#).

Content Update

New Saskatchewan Weekly available on FPinfomart

The Regina Leader Post has launched a new weekly Urban Life publication titled [Regina QC](#). FPinfomart is pleased to add this content to the list of available Saskatchewan sources.

Browse the [most recent issue](#) on FPinfomart, or add it as a source to your [Personal Profiles](#) and Libraries.

Complimentary Training Opportunities

Upcoming Virtual Sessions

FPinfomart's next virtual training session has been scheduled for Tuesday, October 18th. The "Navigating FPinfomart.ca" class will be held from 2:00 p.m. to 3:30 p.m. ET. To attend this session, [please register here](#).

Participation in this upcoming class will earn credits in our FPinfomart [Certified Training](#) program.

For more information on all of FPinfomart.ca's training opportunities, please visit the [FPinfomart Blog](#).

Financial Post Print Products

2012 Markets and Canadian Demographics - [Pre- Order Today!](#)

Investigate all of Canada's markets with the upcoming edition of Financial Post's FP Markets – Canadian Demographics. Available in both a digital and print format, the 2012 FP Markets and Canadian Demographics publication will provide you with general background information, as well as specific statistics on Canada's population, income levels, the labour force, housing, language and much more.

2011 Corporate Connection - [Order Today!](#)

Client prospecting and company research is easy and convenient with the 2011 Corporate Connection electronic edition. Released next month, financial and operational information on over 4,000 Canadian corporations, including 18,000 contact names, is easily saved, exported, and sorted with this publication.

Within these 4,000 corporations, the Top 800 Canadian corporations and Top 100 subsidiaries by revenue, income and assets are listed, helping you boost sales, increase profits and grow your business.

[Click to view this email in a browser](#)

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

[Click here](#) to forward this email to a friend

FPinfomart.ca
1450 Don Mills Rd.
Toronto, ON M3B 2X7
Canada

[Read](#) the VerticalResponse marketing policy.

