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Cartt.ca and mediaINTELLIGENCE.ca announce industry partnership

TORONTO and HAMILTON - It's times like these that bring an industry closer together.

That sentiment was the critical genesis for a first of its kind strategic partnership in Canada between the media industry's top career management and recruitment company mediaINTELLIGENCE, and **leading industry news source Cartt.ca**. The goal of this pioneering partnership is to combine sector-specific knowledge with career management guidance, significantly enhancing the quality of the media industry's workforce.

The two companies will work together to build and increase knowledge across all Canadian media sectors, and to expand and create opportunities for those who have chosen to make their careers in cable, radio, television, telecom, mobile and digital media.

A challenging economic climate means everyone faces tough decisions, priorities and new fiscal realities. Industry knowledge, career management, training and recruitment are even more crucial to the success of Canada's media companies and their primary assets: the people that drive future growth.

As a first step, mediaINTELLIGENCE will deliver a proprietary monthly column exclusively for Cartt.ca readers, which will profile career innovators, and showcase innovations and new ways of seeing what can be possible in future media markets. **In turn, Cartt.ca will offer discounted subscriptions to MI members, and will continue to promote career advertisements on its free-of-charge job board.**

"This is a great and timely opportunity to enhance career management skills in Canadian media by building on the collective knowledge assets and reach of our companies " ... says Nadon, President & CEO of mediaINTELLIGENCE.ca ... "Since its inception, Cartt.ca has been MI's top news recommendation to media professionals. Together, we can provide exclusive industry intelligence and opportunities, as well as guidance on the most effective strategies for leveraging those opportunities. Our combined reach will ensure a significantly greater audience of career-savvy professionals, ranging from select university graduates and mid-career managers, to senior and C-level media talent. Bolstered by comprehensive industry news and career management practices, our respective clients get top hires ... everyone wins."

"Everyone knows MI is the 'go-to' resource for media career development, training and recruitment," adds Greg O'Brien, Editor and Publisher of Cartt.ca. In these times, we all have to work smarter, harder and faster. I'm very much looking forward to working together and combining our collective strengths, to more widely disseminate industry knowledge, and to help boost the collective information base of the people who work within Canadian media. *"Knowledge is power"*.

www.cartt.ca

www.mediainelligence.ca

