

Corporateknights.com re-launches to become must-read daily destination for business and sustainability news, analysis and features

TORONTO, Canada, October 9, 2014 – Corporate Knights, the quarterly magazine for clean capitalism, is now Canada's first online destination devoted to daily coverage of national and international sustainability news, analysis and features. Visitors to the newly re-launched Corporateknights.com website can now access stories and viewpoints across a range of areas where business, economy and sustainability intersect – from clean technology, low-carbon transportation and smart cities to responsible mining, social enterprise and sustainability in the workplace.

"When Corporate Knights magazine was launched 12 years ago there was limited awareness of the importance of sustainability and its relationship to business success and economic growth, so it made sense at the time to be a quarterly publication," said editor-in-chief Tyler Hamilton. "Today, sustainability issues are increasingly top-of-mind for companies and governments, and the demand for daily coverage of these issues has never been higher."

"The new Corporateknights.com was created to meet that demand. It complements our award-winning print magazine and further supports our collective mission: using information to empower markets that, in turn, can make the world a better place," Hamilton added.

The new site, which is powered by 100 per cent renewable electricity from Canada, was designed by Corporate Knights art director Jack Dylan to more closely resemble the style of the print magazine and the eye-catching art within its pages. Toronto-based Top Drawer Creative was selected to do the development work. Top Drawer, like Corporate Knights, is a certified B Corporation, meaning it is committed to rigorous standards of social and environmental performance, accountability and transparency. This aligned with the values at Corporate Knights and made for an effective working relationship.

"As a triple-bottom-line company, we place the highest priority on the quality of our relationships. That means we put 'fit' before everything else," said Howard Chang, founder and president of Top Drawer. "This project was a perfect collaboration between the technical and creative expertise of our team and the strategic leadership of the team at Corporate Knights."

The result is a full-featured, eye-grabbing site, updated daily and packed with articles arranged under more than a dozen sustainability themes or "Channels," each of which allows readers to subscribe to regular e-mail updates. Our Perspectives section delivers Q&As, book reviews, guest commentaries and regular columns, while our Reports section makes it effortless to find our research and popular rankings.

"We also made it much easier to search and download individual issues of Corporate Knights and subscribe to our tablet edition," Hamilton said. "We plan to experiment further with the site and welcome reader feedback as we continue to fine tune."

Advertisers also now have the opportunity to align themselves with specific site Channels. This is part of a new online sponsorship program that assures the integrity and independence of Corporate Knights' content.

We would like to welcome the following sponsors as part of our website re-launch:

Mining Channel: Teck Resources Ltd.

Water Channel: Ecolab Ltd.

Responsible Investing Channel: CNW Group

Utilities & Energy Channel: ABB

Workplace Channel: Canadian Society of Safety Engineering and the Center for Safety & Health Sustainability

About Corporate Knights Inc

Founded in 2002, Corporate Knights Inc. is a Toronto-based media, research and financial products company focused on clean capitalism. Corporate Knights, the company's quarterly magazine, was named "Magazine of the Year" in 2013 by the National Magazine Awards Foundation. It is distributed in Canada as an insert inside the Globe and Mail and in the United States inside the Washington Post. With a circulation of more than 120,000, Corporate Knights is one of the most widely read publications devoted to business and sustainability issues. Corporate Knights Inc. is proud to be a certified B Corporation. Visit: www.corporateknights.com

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About Top Drawer Creative Inc.

Top Drawer was founded in 1996 on the principles of accountability and sustainability. Unlike traditional agencies, Top Drawer does not focus on an industry category or demographic. Instead, the agency has honed its expertise by focusing on a consumer psychographic segment that they have branded "AHAA" – active, healthy, affluent and aware. Top Drawer was conceived as a fully convergent services model that would serve as agents of influence for brands that target this niche consumer. Top Drawer is a Certified B Corporation. Visit: www.topdrawercreative.com