atlantic BUSINESS

- ☐ Display advertising?
- ☐ Content marketing?
- ☐ Events?
- ☐ Print and online offerings?
- ☑ **All of the above**

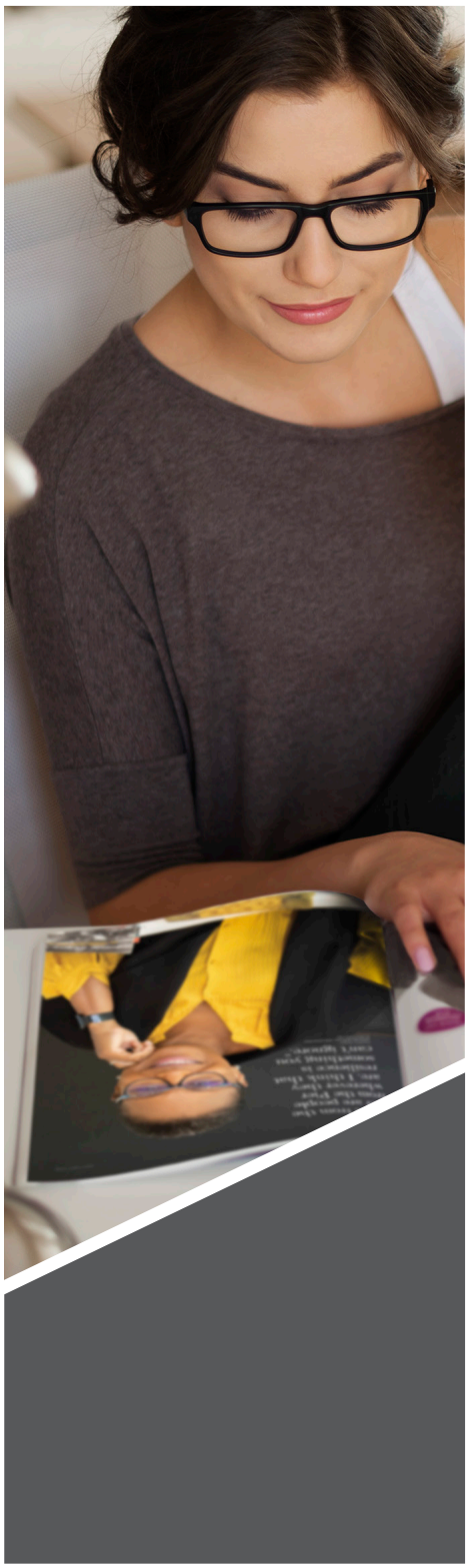
We are Atlantic Canada's business magazine.

We're more than news.
We give you the back story.

- Longest publishing (1989-present)
- Largest circulation
  (50,000+ print and online readers per issue)
- Most award-winning
  (regional, national and international awards)

We want to help you meet or exceed your marketing goals. How? By leveraging our multi-platform strengths to your maximum advantage.

Print



In an increasingly digital world, there's something special about a high-quality physical product. Printed on soft-touch matte paper, proudly presented inside a Sterling Ultra Gloss cover, Atlantic Business Magazine is designed for maximum tactile appeal. You feel the difference the minute you pick it up. And that's just the beginning.

From our eye-catching covers to our carefully curated journalistic content, our magazine is both a recognized brand for discerning consumers as well as a valued business resource.

While each issue of Atlantic Business Magazine has a minimum two-month lifespan, it's longevity as a collector's item can extend into decades.

This is particularly true with our flagship issue of the year: the Top 50 CEO awards (published May/June), recognizing Atlantic Canadian corporate leadership excellence. Since launching this program in 1999, we have recognized almost 600 individual award winners who are collectively responsible for generating $1.85 trillion in revenue and creating over a million jobs.

Other editorial highlights:

- Best of Atlantic Canada Readers Choice awards (January/February)
- The Power Issue, incl. 25 Most Powerful Women (March/April)
- Diversity and Inclusion, incl. Employers of Diversity (July/August)
- Resource Development (September/October)
- The Innovation Issue, incl. 30 Under 30 Innovators (November/December)

All of our content is about organizations and people in the four Atlantic provinces

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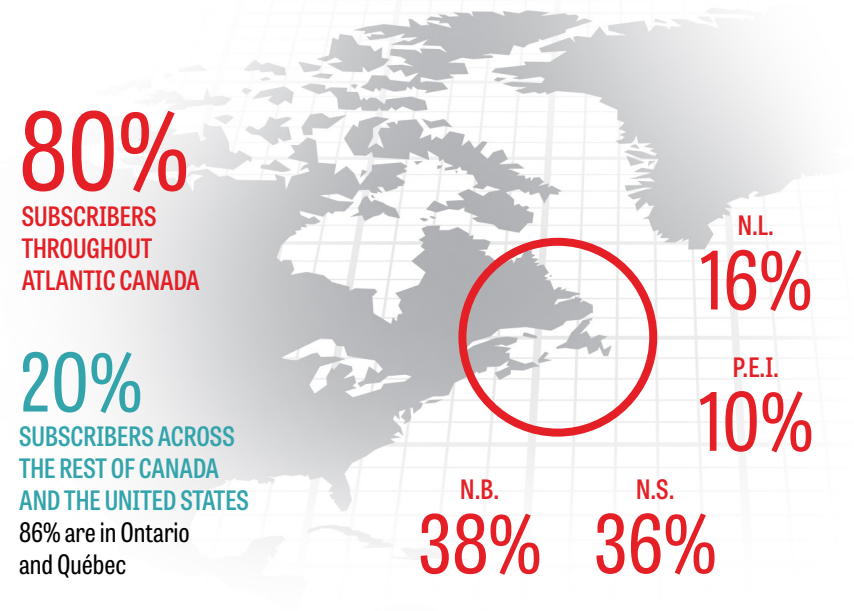
Print

We deliver.

Atlantic Business Magazine shares Atlantic Canada business stories with regional, national & international audiences.



Affluent and influential readership

- **35%** manage annual budgets of $500,000+
- **90%** hold senior management positions
- Broad representation across the entire business community
    - **53%** 1-25 employees
    - **28%** 26-500 employees
    - **19%** 500+ employees
    - **52%** male / **48%** female
    - **72%** are under 50 years of age
    - **54%** are between 30 and 50 years of age

Targeted distribution includes

- Newsstands
- Paid subscribers
- Local newspapers
  (Brunswick News, The Chronicle Herald, The Charlottetown Guardian and The Telegram)
- Publication on atlanticbusinesmagazine.ca

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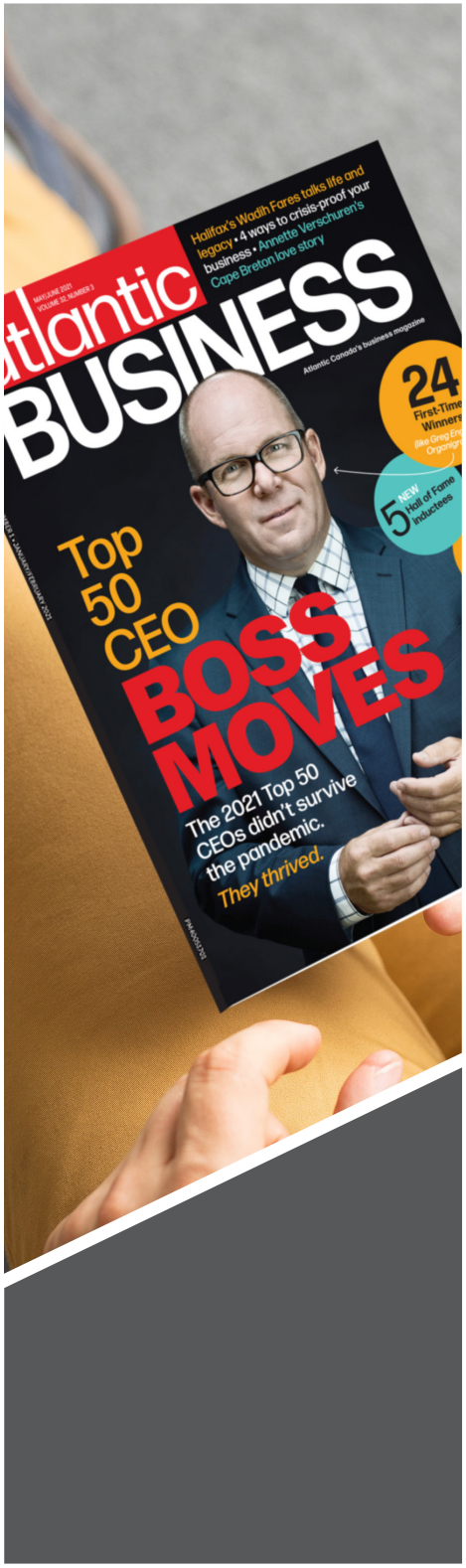
Print



You're known by the company you keep.

Social media advertising algorithms frequently target people who've already made a purchase. You know how it works: you buy a pair of shoes or a car and suddenly your social media feeds are full of ads for the product you've already bought. Not to mention the uncomfortable sensation that 'big brother' is listening in on your conversations.

The advantage of traditional advertising is that it creates a desire for your product or service *before* the consumer makes a purchasing decision. Bonus? Readers absorb information differently in print, meaning they're more likely to spend more time viewing (and digesting) your advertising message.

100%

Top 50 CEOs of 2022 who say the print edition of the magazine is a **"very important"** part of their award win

> **"The print magazine adds a hard copy validity to the recognition itself."**

Whether you're a new brand looking for exposure or you're issuing a call-to-action for an exciting product development, Atlantic Business Magazine gives your marketing message the audience as well as the visual and tactile IMPACT it deserves—in the context of carefully researched, authoritative content.

Or you could let Facebook decide where you belong.

$2.6B

Estimated annual revenue given to the 'misinformation' (i.e. fake news) industry through advertising placements by programmatic platforms

Source: NewsGuard and Comscore

82%

OF CONSUMERS TRUST PRINT ADS

atlantic BUSINESS

Print

Display Ad or Branded Content?

LIMITED AVAILABILITY!
BOOK NOW!

A traditional display ad is ideal if you want to grab someone's immediate attention with a single powerful message. Think Nike's iconic "Just Do It!" brand awareness campaign or a time-sensitive call-to-action

Branded content offers you the opportunity to tell a deeper story: about you, your company and your product/service.

> *I have received great feedback from my peers and colleagues across the country for our sponsored content. ABM seems to have an excellent reputation and it is a magazine read by many leaders in the Atlantic provinces."*

Mylène Lapierre
President & CEO, CPA New Brunswick

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Print

Atlantic Business Magazine's branded content options

Advertorial

- content is created/designed by the client
- client is responsible for submitting high res digital images (minimum 300 dpi JPG or TIF files, original size 5x7, saved at 100%) to be published in their article
- available in full-page and double-page formats
- pricing is the same as display advertising
- eligible for multi-booking discounts
- page is identified as Advertorial
- content is not listed in the magazine Table of Contents
- published in print and our subscriber-only digital flipbook
- booking date is same as display advertising

Executive Summary

- customized promotional feature
- available in full-page and double-page formats
- written and designed by Atlantic Business staff at no extra charge, subject to client's editorial direction
- client is responsible for submitting high res digital images (minimum 300 dpi JPG or TIF files, original size 5x7, saved at 100%) to be published in their article
- prices are the same as display advertising of equal size
- eligible for multi-booking discounts
- included in the magazine's Table of Contents
- published in print, text version online without paywall and in our subscriber-only digital flipbook
- booking date is approx. six weeks ahead of advertorial booking date

Showcase Promotional Feature

- book a double-page spread promotional feature at the one-time rate
- you provide Atlantic Business Magazine with a list of suppliers/clients to contact for possible advertising in support of your feature
- every ad booked increases the size of your promotional feature at no extra cost to you
- written and designed by Atlantic Business staff at no extra charge, subject to client's editorial direction
- client is responsible for submitting high res digital images (minimum 300 dpi JPG or TIF files, original size 5x7, saved at 100%) to be published in their article
- included in the magazine's Table of Contents
- published in print, text version online without paywall and in our subscriber-only digital flipbook
- booking date is approx. eight weeks ahead of advertorial booking date

Print

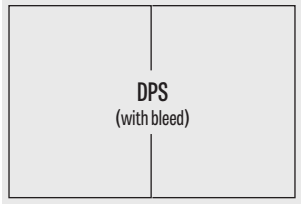
Atlantic Business Magazine's display advertising options

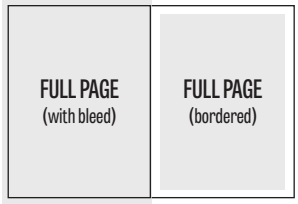
Book more to save more with multi-booking discounts!

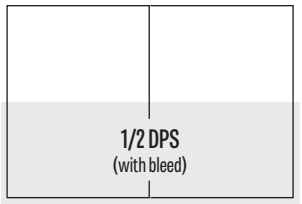
Note: All print advertising is included in our digital flipbook at no extra charge.

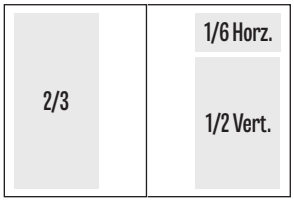
AD SIZES /PRICES PER ISSUE	BORDERED/TRIM SIZE	with .125" bleed incl.	1 ISSUE	3 ISSUES	4+ ISSUES
Full page (bordered)	7.125"w x 9.875"h		$5,450	$4,950	$4,690
Full page (bleed)	8.125"w x 10.875"h	8.375"w x 11.125"h			
2/3 page	4.625"w x 9.875"h		$4,250	$3,900	$3,610
1/2 page (vertical)	4.625"w x 7.125"h		$3,545	$3,255	$3,055
BEST HALF PAGE VALUE 1/2 page (horizontal, bordered)	7.125"w x 4.875"h		$3,390	$3,100	$2,890
BEST HALF PAGE VALUE 1/2 page (horizontal, bleed)	8.125"w x 5.375"h	8.375"w x 5.625"h			
1/3 page (vertical, bordered)	2.25"w x 9.875"h		$2,525	$2,350	$2,190
1/3 page (vertical, bleed)	2.8"w x 10.875"h	2.95"w x 11.125"h			
1/3 page (square)	4.625"w x 4.875"h				
1/6 page (vertical)	2.25"w x 4.875"h		$1,925	$1,800	$1,685
1/6 page (horizontal)	4.625"w x 2.25"h				
Inside front/back cover	8.125"w x 10.875"h	8.375"w x 11.125"h	$5,550	$5,325	$5,150
Outside back cover	8.125"w x 10.875"h	8.375"w x 11.125"h	$5,795	$5,550	$5,350
Double Page Spread (DPS)	16.25"w x 10.875"h	16.5"w x 11.125"h	$9,200	$8,500	$7,800
1/2 DPS (bleed)	16.25"w x 5.375"h	16.5"w x 5.625"h	$5,950	$5,495	$5,295

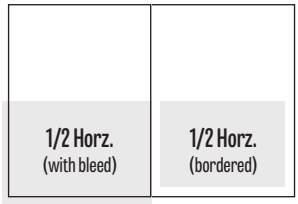
FINAL TRIM SIZE OF MAGAZINE IS 8.125"w x 10.875"h

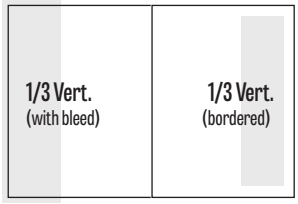


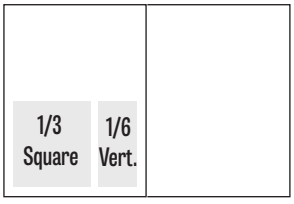












FILE SUBMISSION: High resolution (300dpi, CMYK) PDF or TIFF files accepted
Email or send via WeTransfer.com to cgreene@atlanticbusinessmagazine.com

For ad sizes smaller than 2/3 page, we reserve the right to place more than one ad on the same page.

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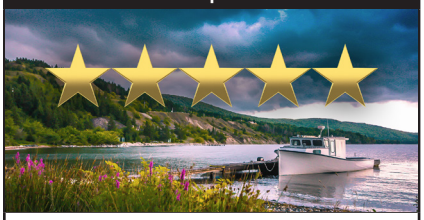
Print

2023 Editorial themes and booking dates

Jan/Feb 2023 | Volume 34 No. 1



Love Local Issue

including Readers' Choice awards and Best Places to Work in Atlantic Canada

Showcase booking:	Oct 14, 2022
Executive Summary:	Oct 28, 2022
Ad booking:	Nov 23, 2022
Ad submission:	Nov 30, 2022
Retail publication:	Jan 2, 2023
Online publication:	Jan 3, 2023

Mar/Apr 2023 | Volume 34 No. 2

The Power Issue

including 25 Most Powerful Women + Tourism Promotional Feature

Showcase booking:	Dec 6, 2022
Executive Summary:	Dec 13, 2022
Ad booking:	Jan 18, 2023
Ad submission:	Jan 25, 2023
Retail publication:	Feb 27, 2023
Online publication:	Mar 1, 2023

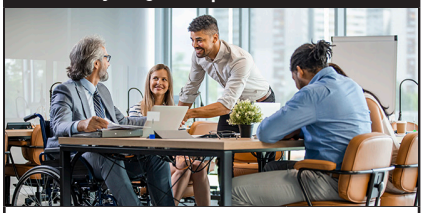
May/June 2023 | Volume 34 No. 3

Corporate Leadership

including Top 50 CEO awards

Showcase booking:	Feb 16, 2023
Executive Summary:	Mar 2, 2023
Ad booking:	Apr 5, 2023
Ad submission:	Apr 12, 2023
Online publication:	May 12, 2023
Retail publication:	May 15, 2023

July/Aug 2023 | Volume 34 No. 4



Environmental, Social + Governance

including Employers of Diversity

Showcase booking:	Apr 6, 2023
Executive Summary:	Apr 20, 2023
Ad booking:	May 24, 2023
Ad submission:	May 31, 2023
Retail publication:	July 3, 2023
Online publication:	July 3, 2023

Sept/Oct 2023 | Volume 34 No. 5

Resource Development

+ Port Promotional Feature

Showcase booking:	May 31, 2023
Executive Summary:	June 15, 2023
Ad booking:	July 19, 2023
Ad submission:	July 26, 2023
Online publication:	Sept 1, 2023
Retail publication:	Sept 4, 2023

Nov/Dec 2023 | Volume 34 No. 6

The Innovation Issue

including 30 under 30 Innovators

Showcase booking:	Aug 10, 2023
Executive Summary:	Aug 24, 2023
Ad booking:	Sept 20, 2023
Ad submission:	Sept 27, 2023
Retail publication:	Oct 30, 2023
Online publication:	Nov 1, 2023

Deadlines are FIRM; no exceptions or extensions

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