

2024 Media Kit



We are Atlantic Canada's business magazine.



Longest publishing



Largest circulation

50,000+ print and online readers per issue



Most award-winning

Regional, national and international awards



**Content is 100% dedicated to Atlantic
Canada-based organizations and people**

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

**Leverage our multi-
platform strengths
to your maximum
advantage!**

Print edition

Atlantic Business Magazine is a luxury product designed for maximum tactile appeal. We use Forestry Stewardship Council-approved soft-touch matte paper, perfect bound inside a Sterling Ultra Gloss cover. You feel the difference the minute you hold it in your hands. And that's just the beginning.

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



Best in Show

Atlantic Business Magazine swept all 3 magazine categories at the 2023 Atlantic Journalism Awards, winning Gold for Best Cover, Best Magazine Article and Best Magazine Profile.

Published six times a year, each edition of Atlantic Business Magazine has a minimum two-month lifespan. It's longevity, however, can extend into decades. Our website stats show that articles published five and 10 years ago continue to attract significant reader interest.

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 552 individual award winners who are collectively responsible for generating \$1.89 trillion in revenue and creating over 1.2 million jobs.



Worth celebrating!

Atlantic Business Magazine's 2023 Top 50 CEOs employ 23,125 Atlantic Canadians and generate \$3.8 billion in annual revenue.



Other editorial highlights for 2024:

- **Local Matters** incl. Best Places to Work & Best of Atlantic Canada Readers Choice awards
January/February
- **The Power Issue** incl. 25 Most Powerful Women
March/April
- **The Culture Issue** incl. Employers of Diversity
July/August
- **Resource Development:** The Great Transition
September/October
- **Digital Transformation** incl. 30 Under 30 Innovators
November/December

Print edition

The Atlantic Business Magazine advantage.

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.



100%
Award winners who say
recognition in the print edition
of Atlantic Business is an integral
part of their award recognition
(incl. Top 50 CEOs, Most Powerful Women, Best
Places to Work and Employers of Diversity).



Print edition

Display Ad or Branded Content?

A display ad is ideal if you want to grab someone's immediate attention with a single powerful message. Think Dove's "Real Beauty" brand awareness campaign or a time-sensitive call-to-action (Limited Availability - Book NOW).

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

Display ad

LET'S TALK GROWTH.
Wherever you want,
whenever you want!

Find the right
UNI Account Manager
for your business
projects today!

1-888-842-2511

ERIC BROOKINS
AGE 27 • CORNWALL, I.E.

uni
Business

Champlain Seafood's "family" business style a recipe for international success

Created over five years ago, Champlain Seafood brings together eight successful, family-run businesses into one of the world's largest processors of premium, sustainable, wild-caught lobster and snow crab and purveyors of live lobster from the Canadian Maritimes and American Northeast.

Once competitors, the companies Captain Dan's, Cape Bold Packers, Riverside Lobster International, Chertcamp Fisheries, Petit de Grand Packers, Lobsters 'R' Us, Boston Lobster Company, and Boston Wholesale Lobster) now work together to share ideas, help each other, and build from their individual experiences. They are using their best practices to become more productive, more aligned, and truly one.

And the results are...

by the Champlain office in Digby, the companies cater to a long-standing customer base across a wide range of the United States, and internationally. It is well known in the industry for its exceptional quality and customer service.

"Eight companies of like-minded strong culture of honoring traditions to grow and innovate as part," says David Saucy, who is Operating Officer and Chief. "We see differences separating us as you come across in many other ways. We see the enormous advantages of capitalizing on our similarities and willingness to cooperate for mutual benefit both at home and in the markets where we operate."

The company recently unveiled its "Stronger Together" strategic direction and guiding principles to employees, developed directly from feedback and interviews collected from employees in all the companies and at all levels.

Alex Marks, who works for lobster processor Captain Dan's in Richibouctou, N.B., puts the secret of the group's success this way: "I think places like ours are very important to the communities they are in because they really are the heartbeat of local economies. Where Champlain had merged a bunch of the companies together, it was almost like a profitable start-up... There is a lot of room to grow, and it's already a pretty successful industry. It will be pretty neat to see where we can take it."

Indeed, says Rachelle Gagnon, Vice-President of People and Culture, "Our common purpose and culture of family is what unites each company and all of our 1,500-plus employees together and makes Champlain Seafood a truly unique best place to work." adding: "Champlain Seafood takes an innovative and collaborative approach for working partners, employees, and customers and that has always been part of its DNA."

In fact, the "family" approach involves all the people Champlain relies on every day: Harvesters, front-line talent, managers, administrators, suppliers, local communities, and customers. It also benefits from a diversified workforce that includes more than 600 temporary foreign workers in Maritime communities who work alongside local employees during the fishing seasons. Champlain strongly values a respectful workplace, and that contributes to a welcoming, inclusive, and collaborative work environment for all.

Says Kris DiPierantonio who works for Boston Lobster Company in South Boston, Massachusetts: "Everybody depends on everybody else. One person will go above and beyond to make sure the other person has everything they need to be successful."

Adria Gyle Bain of Lobsters 'R' Us in Lower Lardose, Nova Scotia: "I have two families, and I'm very lucky with both. I can depend on my own, and I can depend on the team here."

By partnering and collaborating as a family of companies, Champlain is facing a highly competitive industry "stronger together." That's more than just a slogan. The future for all depends on each other. —Sponsored Content

Branded content

Print edition

Atlantic Business Magazine's branded content options

What's the difference?	Advertorial	Executive Summary	Showcase Promotional Feature
Mimics tone/style of standard editorial content	No	Yes	Yes
Writing	Client is responsible for creating their own story	Written by an Atlantic Business Magazine-assigned writer, subject to client editorial direction	Written by an Atlantic Business Magazine-assigned writer, subject to client editorial direction
Layout/Design	Client is responsible for their own layout/design	Atlantic Business Magazine provides layout/design, subject to client review & approval (client must provide high resolution digital images)	Atlantic Business Magazine provides layout/design, subject to client review & approval (client must provide high resolution digital images)
Can include corporate logo and contact information	Yes	No	No
Size restrictions	Full-page increments only	Full-page increments only	Client books/pays for a Double Page Spread; support advertising offers opportunity to extend the story without additional cost to the client
Pricing	Same as display advertising of equal size/eligible for multi-booking discounts	1x issue rate. Includes professional writing services.	1x rate for a Double Page Spread & client must provide a list of suppliers/clients for ABM to contact about advertising in your Showcase
Page Identifier	Advertorial, at top of the page	Executive Summary at top of the page/Sponsored Content at the bottom	Promotional Feature at top of the page/Sponsored Content at the bottom
Listed in the Table of Contents	No	Yes	Yes
Publishing Platforms	Print edition & digital flipbook (paywalled)	Included in desktop/mobile version of latest issue (unpaywalled) + print edition & digital flipbook (paywalled)	Included in desktop/mobile version of latest issue (unpaywalled) + print edition & digital flipbook (paywalled)
Booking Date	Same as display advertising	Approx. six weeks ahead of advertorial booking date	Approx. eight weeks ahead of advertorial booking date

Print edition

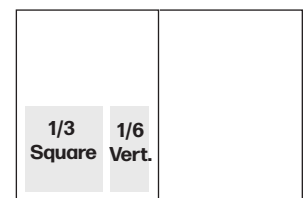
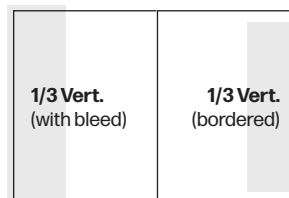
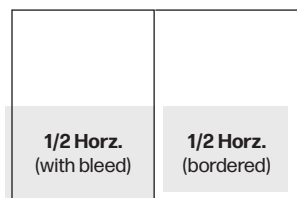
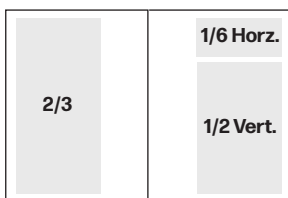
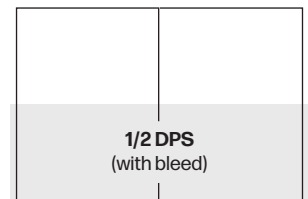
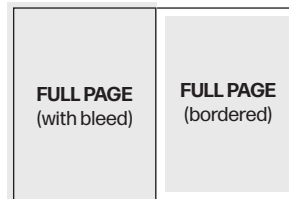
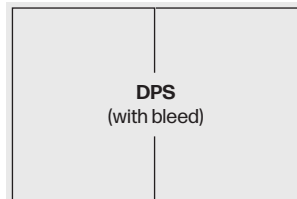
Atlantic Business Magazine's display advertising options

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

AD SIZES /PRICES PER ISSUE		BORDERED or TRIM SIZE	with .125" bleed incl.	1 ISSUE	3 ISSUES	4+ ISSUES
Full page (bordered)		7.125"w x 9.875"h	n/a	\$5,450	\$4,950 ea.	\$4,690 ea.
Full page (bleed)		8.125"w x 10.875"h	8.375"w x 11.125"h			
2/3 page (vertical, bordered)		4.625"w x 9.875"h	n/a	\$4,250	\$3,900 ea.	\$3,610 ea.
1/2 page (vertical, bordered)		4.625"w x 7.125"h	n/a	\$3,545	\$3,255 ea.	\$3,055 ea.
BEST HALF PAGE VALUE	1/2 page (horizontal, bordered)	7.125"w x 4.875"h	n/a	\$3,390	\$3,100 ea.	\$2,890 ea.
	1/2 page (horizontal, bleed)	8.125"w x 5.375"h	8.375"w x 5.625"h			
1/3 page (vertical, bordered)		2.3"w x 9.875"h	n/a	\$2,525	\$2,350 ea.	\$2,190 ea.
1/3 page (vertical, bleed)		2.8"w x 10.875"h	3.05"w x 11.125"h			
1/3 page (square, bordered)		4.625"w x 4.875"h	n/a			
1/6 page (vertical, bordered)		2.3"w x 4.875"h	n/a	\$1,925	\$1,800 ea.	\$1,685 ea.
1/6 page (horizontal, bordered)		4.625"w x 2.25"h	n/a			
Inside front/back cover (bleed)		8"w x 10.875"h	8.25"w x 11.125"h	\$5,550	\$5,325 ea.	\$5,150 ea.
Outside back cover (bleed)		8.125"w x 10.875"h	8.375"w x 11.125"h	\$6,395	\$5,995 ea.	\$5,595 ea.
Double Page Spread–DPS (bleed)		16.25"w x 10.875"h	16.5"w x 11.125"h	\$9,400	\$8,900 ea.	\$8,500 ea.
1/2 DPS (bleed)		16.25"w x 5.375"h	16.5"w x 5.625"h	\$5,950	\$5,495 ea.	\$5,295 ea.



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.ca

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

Print edition

Atlantic Business Magazine delivers Atlantic Canada business stories to regional, national & international audiences.

96%

SUBSCRIBERS
THROUGHOUT
ATLANTIC CANADA

N.L.
16%

4%

SUBSCRIBERS ACROSS
THE REST OF CANADA
AND THE UNITED STATES
*86% are in Ontario
and Québec*

P.E.I.
10%

N.B.
38%

N.S.
36%

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
 - **9%** 500+ employees
 - **52%** male / **48%** female
 - **72%** are under 50 years of age
 - **54%** are between 30 and 50



Targeted distribution includes

- Newsstands
- Paid subscribers
- Local newspapers
- Libraries
- Publication on atlanticbusinessmagazine.ca

Print edition

2024 Editorial themes and booking dates


Jan/Feb 2024 | Volume 35 No. 1



Local Matters
includes Best Places to Work & Best of Atlantic Canada Readers' Choice Awards

Showcase booking:	Oct 11, 2023
Executive Summary:	Oct 25, 2023
Ad booking:	Nov 22, 2023
Ad submission:	Nov 29, 2023
Publication:	Jan 2, 2024

Mar/Apr 2024 | Volume 35 No. 2



The Power Issue
includes Atlantic Canada's 25 Most Powerful Women in Business

Showcase booking:	Dec 6, 2023
Executive Summary:	Dec 13, 2023
Ad booking:	Jan 17, 2024
Ad submission:	Jan 24, 2024
Publication:	Mar 4, 2024

May/June 2024 | Volume 35 No. 3



Corporate Governance
includes Top 50 CEO awards

Showcase booking:	Feb 14, 2024
Executive Summary:	Feb 28, 2024
Ad booking:	Mar 27, 2024
Ad submission:	Apr 3, 2024
Publication:	May 10, 2024


July/Aug 2024 | Volume 35 No. 4



The Business of Culture
includes Employers of Diversity

Showcase booking:	Apr 3, 2024
Executive Summary:	Apr 17, 2024
Ad booking:	May 22, 2024
Ad submission:	May 29, 2024
Publication:	July 1, 2024

Sept/Oct 2024 | Volume 35 No. 5



**Resource Development:
The Great Transition**

Showcase booking:	June 5, 2024
Executive Summary:	June 19, 2024
Ad booking:	July 24, 2024
Ad submission:	July 31, 2024
Publication:	Sept 3, 2024

Nov/Dec 2024 | Volume 35 No. 6



The Digital Transformation Issue
includes 30 under 30 Innovators

Showcase booking:	Aug 14, 2024
Executive Summary:	Aug 28, 2024
Ad booking:	Sept 25, 2024
Ad submission:	Oct 2, 2024
Publication:	Nov 4, 2024

Deadlines are FIRM; no exceptions or extensions