

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

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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 successful. And the results are...

Lobster production at Cape Bold Packers in Cape Cove, NB

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."

Adrian 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 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.

— ATLANTICBUSINESSMAGAZINE.CA | 57

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

DPS
(with bleed)

FULL PAGE
(with bleed)

FULL PAGE
(bordered)

1/2 DPS
(with bleed)

2/3

1/6 Horz.

1/2 Vert.

1/2 Horz.
(with bleed)

1/2 Horz.
(bordered)

1/3 Vert.
(with bleed)

1/3 Vert.
(bordered)

1/3 Square

1/6 Vert.

FILE SUBMISSION: High resolution (300dpi, CMYK) PDF or TIFF files accepted. Note: files submitted with spot/Pantone colors will be converted to CMYK and an exact color match can not be guaranteed. 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




**Atlantic Canada's
best places to work**

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