



### 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 multiplatform strengths to your maximum advantage!

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



### 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).





### **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.



**Branded content** 



### 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; so advertising offers opposite to extend the story with additional cost to the account of the story with additional cost to the account of the story with additional cost to the account of the story with additional cost to the account of the story with a story		
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 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 advertorial booking date		

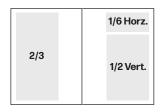


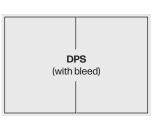
### Atlantic Business Magazine's display advertising options

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.	1ISSUE	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	\$5,450		
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 1/2 page (horizontal, bordered) HALF PAGE	7.125"w x 4.875"h	n/a	\$3,390	\$3,100 ea.	\$2,890 ea.
VALUE 1/2 page (horizontal, bleed)	8.125"w x 5.375"h	8.375"w x 5.625"h	Ģ3,3 <del>9</del> 0		
1/3 page (vertical, bordered)	2.3"w x 9.875"h	n/a		\$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	\$2,525		
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	<b>ৡ</b> ۱,৬८৩		
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.



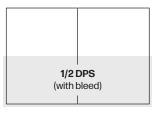




1/2 Horz.	1/2 Horz.
(with bleed)	(bordered)







**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.



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

96%

SUBSCRIBERS THROUGHOUT ATLANTIC CANADA 16%

4%

SUBSCRIBERS ACROSS THE REST OF CANADA AND THE UNITED STATES 86% are in Ontario and Québec 10%

38%

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 atlanticbusinesmagazine.ca

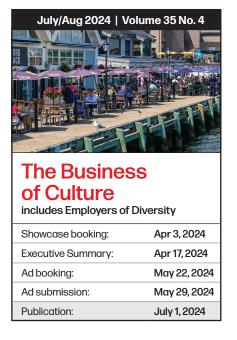


### 2024 Editorial themes and booking dates











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

