

Digital platforms

Digital marketers can leverage Atlantic Business Magazine's award-winning reputation and business audience via our website (atlanticbusinessmagazine.ca) and our ABMInsider e-newsletter.

Our dynamic digital platforms are constantly updated with fresh material—both free-to-view web exclusives and paywalled content from our print edition—guaranteeing an ever-expanding audience for your marketing message.

104,153

UNIQUE USERS

30 mins

AVERAGE AMOUNT OF TIME
PRINT SUBSCRIBERS ARE ON
THE WEBSITE EACH MONTH

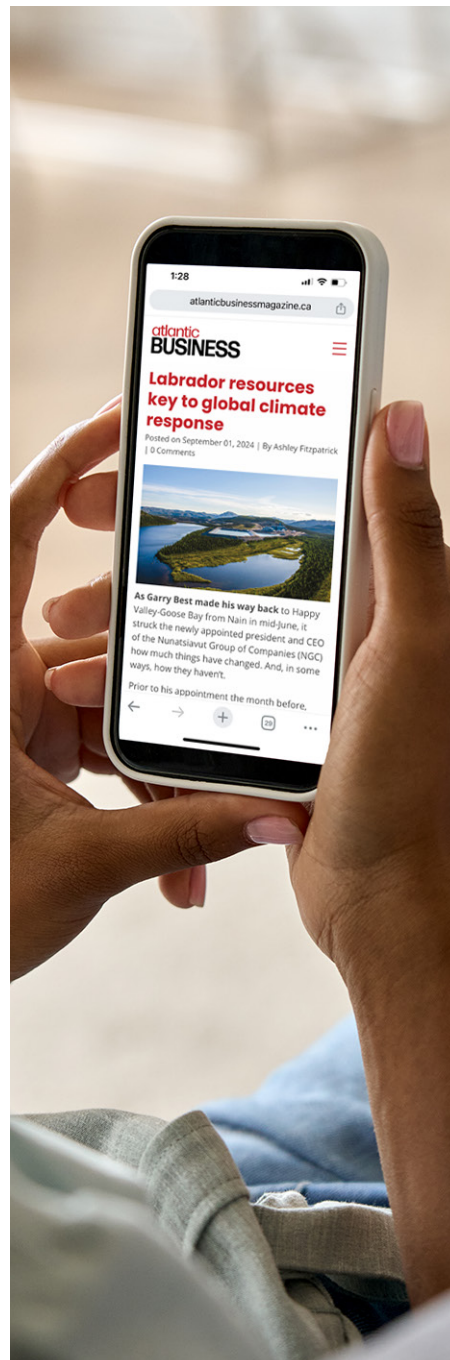
2m 28s

AVERAGE SESSION
DURATION



If you're wondering where to place your online ad so that it's seen by the most people, here's the 5 most popular sections of our website:

- Homepage
- Current Issue
- Top 50 CEO Awards
- 25 Most Powerful Women
- 30 Under 30 Innovators



Digital platforms

Sponsored/Guest Posts

Tell your story, your way with embedded hyperlinks leading readers directly to you! Prices below are for client-prepared content. Writing services are available for an additional fee. Atlantic Business Magazine reserves the right to refuse content if it is deemed inappropriate or offensive to our audience.

Hero banner

\$1,500/month

Get MAXIMUM exposure with an impressive 1920 x 800 pixel photo on our homepage, presented side-by-side with our featured content. The bonus? It's linked to your 500-word story, hosted on our website.

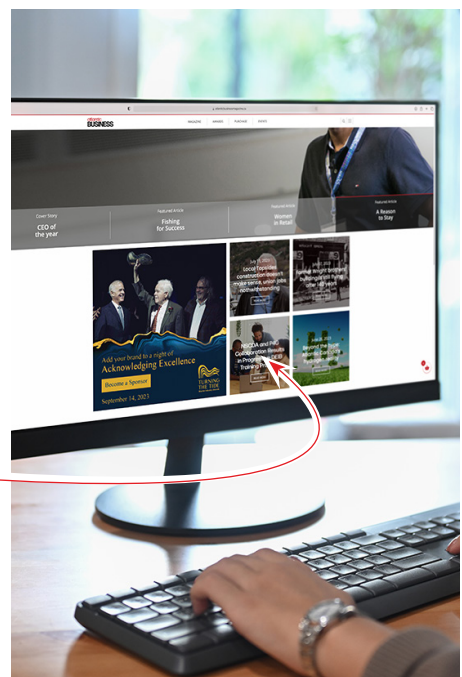
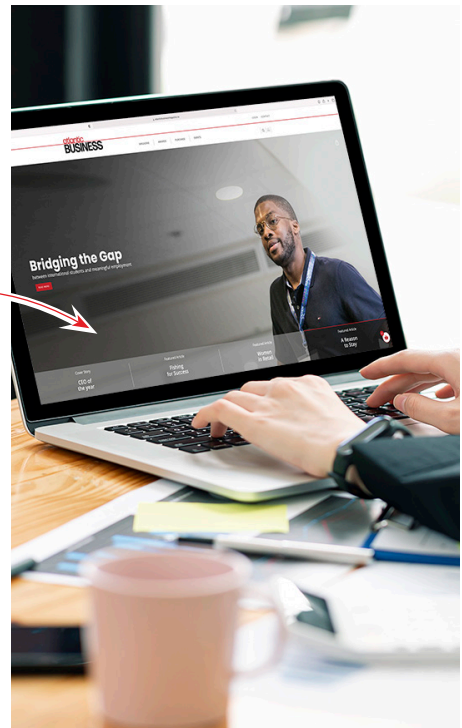
- Limit of 1 Hero Banner branded content story per month
- Banner image to appear in slider format with three other images
- Article submission must include:
 - Text file with story, title, captions/credits and relevant hyperlinks
 - Hero Banner photo 1920 x 800 pixels @72 dpi (must be a photo, not a logo or advertisement)
 - Story photo(s), at least 800 pixels wide @72 dpi
 - Separate title and subtitle for placement on the banner image (send it separately from the photo)

Medium Box

\$500/month

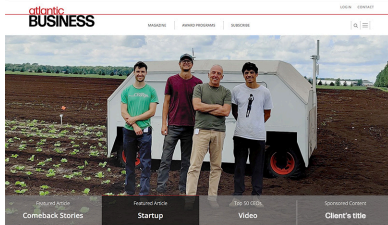
See your image/headline hosted on our home page among our web exclusives and linked to your 500-word story.

- Image appears in rotation in one of four grid positions
- Article submission must include:
 - Text file with story, title, captions/credits and relevant hyperlinks
 - Grid photo 500 x 500 pixels @72 dpi (must be a photo, not a logo or advertisement)
 - Story photo(s), at least 800 pixels wide @72 dpi
 - Separate title for placement on the banner image (send it separately from the photo)



Digital platforms

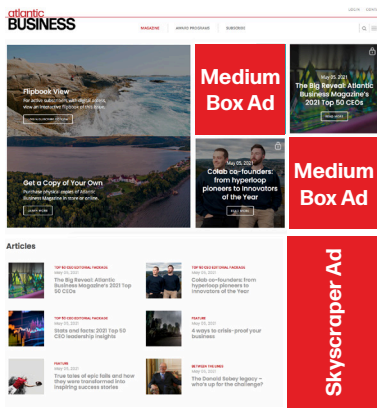
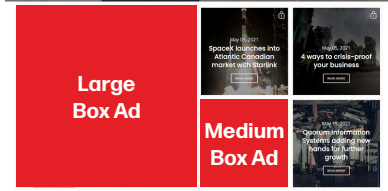
Online advertising



◀ HOMEPAGE

Large box ad
 Appearing in rotation
 Ad size: 700 x 700 pixels
 Price: \$750/month

Medium box ad
 Appearing in rotation
 Ad size: 500 x 500 pixels
 Price: \$300/month



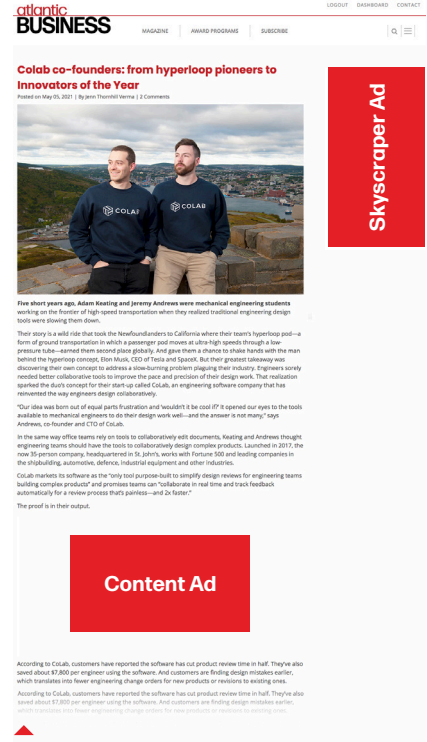
▲ CURRENT ISSUE PAGE

Medium box ad
 Appearing in rotation
 Ad size: 500 x 500 pixels
 Price: \$300/month

Client's ad will appear in 1 of the 2 spaces available, not both

Skyscraper ad
 Appearing in rotation
 Ad size: 300 x 600 pixels
 Price: \$350/month

Includes bonus placement on magazine overview page



▲ SINGLE MAGAZINE ARTICLES

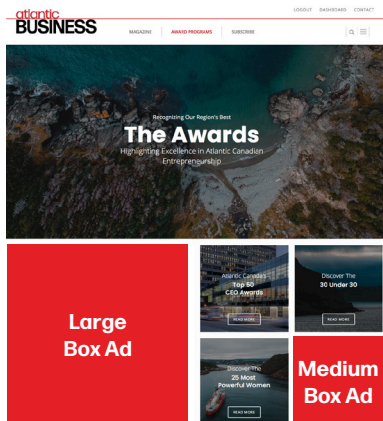
Client to specify article for placement

Skyscraper ad
 Appearing in rotation
 Ad size: 300 x 600 pixels
 Price: \$250/month

Content ad
 Appearing in rotation
 Ad size: 600 x 300 pixels
 Price: \$350/month

Digital platforms

Online advertising (cont'd)



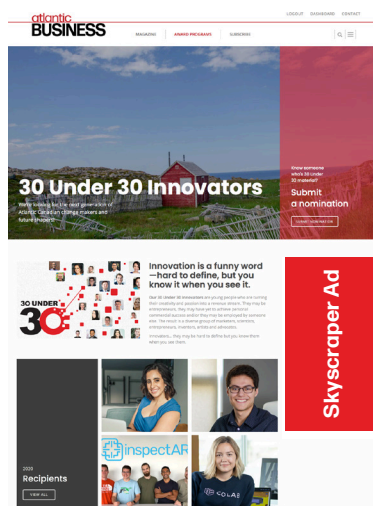
◀ AWARDS OVERVIEW PAGE

Large box ad
 Appearing in rotation
 Ad size: 700 x 700 pixels
 Price: \$750/month

Medium box ad
 Appearing in rotation
 Ad size: 500 x 500 pixels
 Price: \$300/month

What does rotation mean?

Where multiple ads are booked for the same position, ads will appear in rotation (rotation occurs on refresh for more accurate analytics; computer program auto-switches order of ad viewing to ensure equal exposure for all ads).



◀ SPECIFIC AWARDS PAGE

Skyscraper ad
 Appearing in rotation
 Ad size: 300 x 600 pixels
 Price: \$350/month/page

Client must select from:

- Top 50 CEOs
- 30 under 30 Innovators
- 25 Most Powerful Women
- or
- Best of Atlantic Canada

File submission

- Acceptable ad formats: GIF, JPG, BMP, PNG, SWG or ad tracking code
- Files must be 72dpi at the size specified above
- Please specify the destination URL
- Ads must be emailed to mmoore@atlanticbusinessmagazine.ca

Digital platforms

Bringing down the paywall

Give readers free access to a single article or our FULL issue.

Single article paywall sponsor

- Article selection subject to availability
- Includes a Skyscraper ad (300 x 600 pixels) and a Content ad (600 x 300 pixels) in the article for the duration of the sponsorship; ads appearing in rotation with other ads booked for this article
- For the duration of the sponsorship, the article will open with a highlighted statement that the paywall has been pulled down for (xx amount of time), courtesy of (sponsor name).
- The lifting of the paywall will be announced on Atlantic Business Magazine's social media channels (Facebook, Twitter, LinkedIn and Instagram), giving credit to the sponsor.

\$500.00/day

\$1,250.00/week

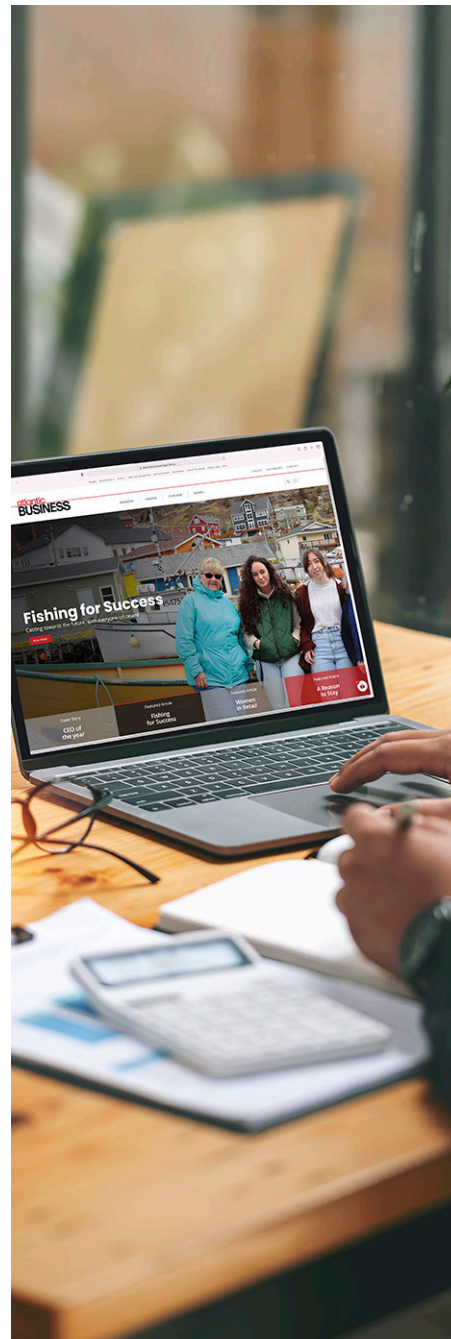
\$2,500.00/month

\$5,000.00/2 months

Full issue paywall sponsor

- Issue selection subject to availability
- Includes a Skyscraper ad (300 x 600 pixels) and a Medium Box ad (500 x 500 pixels) on the Current Issue page; ads appearing in rotation with other ads booked this issue
- Includes a Skyscraper ad (300 x 600 pixels) OR a Content ad (600 x 300 pixels) in every article from the issue (excluding advertorials and Executive Summaries) for the duration of the sponsorship; ads appearing in rotation with other ads booked this issue
- For the duration of the sponsorship, each article in the issue (excluding advertorials and Executive Summaries) will open with a highlighted statement that the paywall has been pulled down for (xx amount of time), courtesy of (sponsor name).

Call for pricing

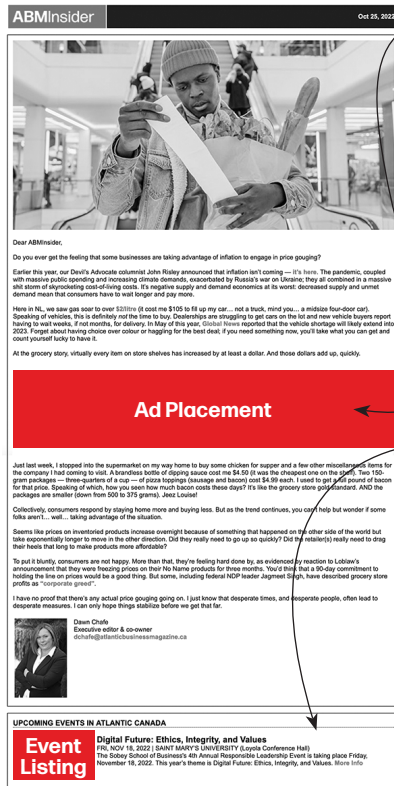


Digital platforms

ABMInsider eNewsletter

The ABMInsider is a valued interactive tool that invites Atlantic Business Magazine readers to shape future editions. It's also where we share behind-the-scenes information about upcoming articles and news about ABM events and award nominations.

atlantic BUSINESS



Ad placement

- Acceptable ad file size(s) are 728 x 90 pixels or 728 x 210 pixels.
- Acceptable ad file formats are JPG, GIF & PNG

Price: \$100

Event listing

Each listing includes:

- Description: 200 characters
- Title: 50 characters
- 1 web link
- 1 thumbnail image (150x100pixels)

Price: \$50



1,885
SUBSCRIBERS

43%
AVERAGE OPENS

151
AVERAGE CLICKS

8%
CLICK RATE

MailChimp's industry averages: 35.63% Opens; 2.62% Click Rate