



# Atlantic Canada's business network.

## 2025 Media Kit

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

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

**atlantic  
BUSINESS**

# 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.

## 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



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 572 individual award winners who are collectively responsible for generating \$1.9 trillion in revenue and creating 1,214,561 jobs.



### Worth celebrating!

Atlantic Business Magazine's 2024 Top 50 CEOs employ 14,561 Atlantic Canadians and generate \$14.2 billion in annual revenue.

## Other editorial highlights for 2025:

- Best Places to Work & Best of Atlantic Canada Readers Choice awards  
January/February
- 25 Most Powerful Women  
March/April
- Employers of Diversity  
July/August
- Resource Development & Small Business  
September/October
- ICE regional marketing awards & Top 50 CEO Hall of Fame Legacy Project  
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.



**61%** Atlantic Business Magazine subscribers (2024) who want print



**39%**  
DIGITAL



**19%**  
PRINT ONLY



**42%**  
DIGITAL + PRINT

**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).

**94%**

Print consumers spend at least 30 minutes with each issue.

**53%**

Print consumers spend more than an hour with each issue.



# 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.

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

### Branded Content



### Display Ad

# Print edition

## Atlantic Business Magazine's branded content options

What's the difference?	Advertorial	Executive Summary	Showcase Promotional Feature
<b>Mimics tone/style of standard editorial content</b>	No	Yes	Yes
<b>Writing</b>	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
<b>Layout/Design</b>	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)
<b>Can include corporate logo and contact information</b>	Yes	No	No
<b>Size restrictions</b>	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
<b>Pricing</b>	Same as display advertising of equal size/eligible for multi-booking discounts	1x issue rate. Includes professional writing services at no extra charge.	1x rate for a Double Page Spread & client must provide a list of suppliers/clients for ABM to contact about advertising in your Showcase
<b>Page Identifier</b>	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
<b>Listed in the Table of Contents</b>	No	Yes	Yes
<b>Publishing Platforms</b>	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)	Included in desktop/mobile version of latest issue (unpaywalled) + print edition & digital flipbook (paywalled)
<b>Booking Date</b>	Same as display advertising	Approx. six weeks ahead of advertorial booking date	Approx. eight weeks ahead of advertorial booking date



# Print edition

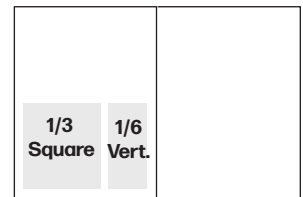
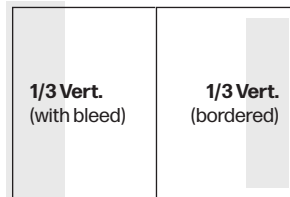
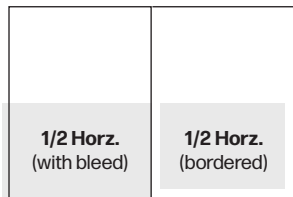
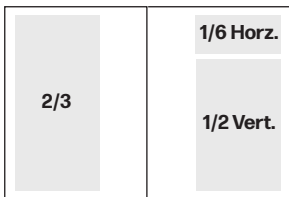
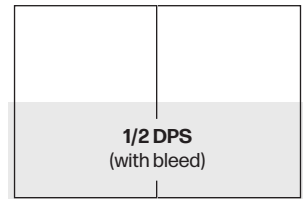
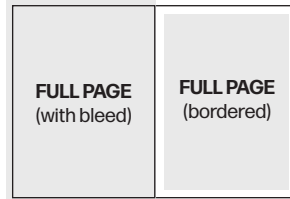
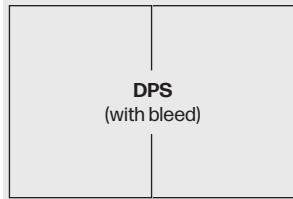
## Display advertising

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	\$3,390	\$3,100 ea.	\$2,890 ea.
	1/2 page (horizontal, bleed)	8.125"w x 5.375"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	\$5,750	\$5,500 ea.	\$5,300 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	\$9,800	\$9,400 ea.	\$8,900 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. 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](mailto: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.  
**9%**

**4%**

SUBSCRIBERS ACROSS  
THE REST OF CANADA  
AND THE UNITED STATES

P.E.I.  
**11%**

N.B.  
**41%**

N.S.  
**35%**

## 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
  - **18%** under 40 years of age
  - **38%** 40-49
  - **30%** 50-59
  - **14%** over 60



## Targeted distribution includes

- Newsstands
- Paid subscribers
- Local newspapers
- Libraries
- Publication on [atlanticbusinessmagazine.ca](http://atlanticbusinessmagazine.ca)

# Print edition

## 2025 editorial calendar and booking dates

Detailed lineup for each issue will be available 2 months before the ad booking date

**Jan/Feb 2025 | Volume 36 No. 1**




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

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

Showcase booking:	Oct 9, 2024
Executive Summary:	Oct 23, 2024
Ad booking:	Nov 20, 2024
Ad submission:	Nov 27, 2024
Publication:	Jan 2, 2025

**Mar/Apr 2025 | Volume 36 No. 2**



includes Atlantic Canada's 25 Most Powerful Women in Business

Showcase booking:	Dec 18, 2024
Executive Summary:	Jan 2, 2024
Ad booking:	Jan 29, 2025
Ad submission:	Feb 5, 2025
Publication:	Mar 7, 2025

**May/June 2025 | Volume 36 No. 3**



includes Top 50 CEO awards

Showcase booking:	Feb 26, 2025
Executive Summary:	Mar 12, 2025
Ad booking:	Apr 2, 2025
Ad submission:	Apr 9, 2025
Publication:	May 16, 2025

**July/Aug 2025 | Volume 36 No. 4**



**EMPLOYERS  
OF  
DIVERSITY  
AWARDS 2024**

includes Employers of Diversity

Showcase booking:	Apr 16, 2025
Executive Summary:	Apr 30, 2025
Ad booking:	May 28, 2025
Ad submission:	June 4, 2025
Publication:	July 2, 2025

**Sept/Oct 2025 | Volume 36 No. 5**



includes Resource Development & Small Business

Showcase booking:	June 11, 2025
Executive Summary:	June 25, 2025
Ad booking:	July 23, 2025
Ad submission:	July 30, 2025
Publication:	Sept 2, 2025

**Nov/Dec 2025 | Volume 36 No. 6**



includes ICE regional marketing awards & Top 50 CEO Hall of Fame Legacy Project

Showcase booking:	Aug 13, 2025
Executive Summary:	Aug 27, 2025
Ad booking:	Sept 24, 2025
Ad submission:	Oct 1, 2025
Publication:	Nov 3, 2025

### Columns/Departments appearing each issue:

- Between the Lines (editor's column)
- Water Cooler (fun facts, stats & more)
- Let's Do Launch (startup stories)
- Small Business Spotlight (New this year)
- Where Are They Now? (Top 50 CEO Hall of Fame profiles)
- Devil's Advocate (John Risley column)

**Deadlines are FIRM; no exceptions or extensions**