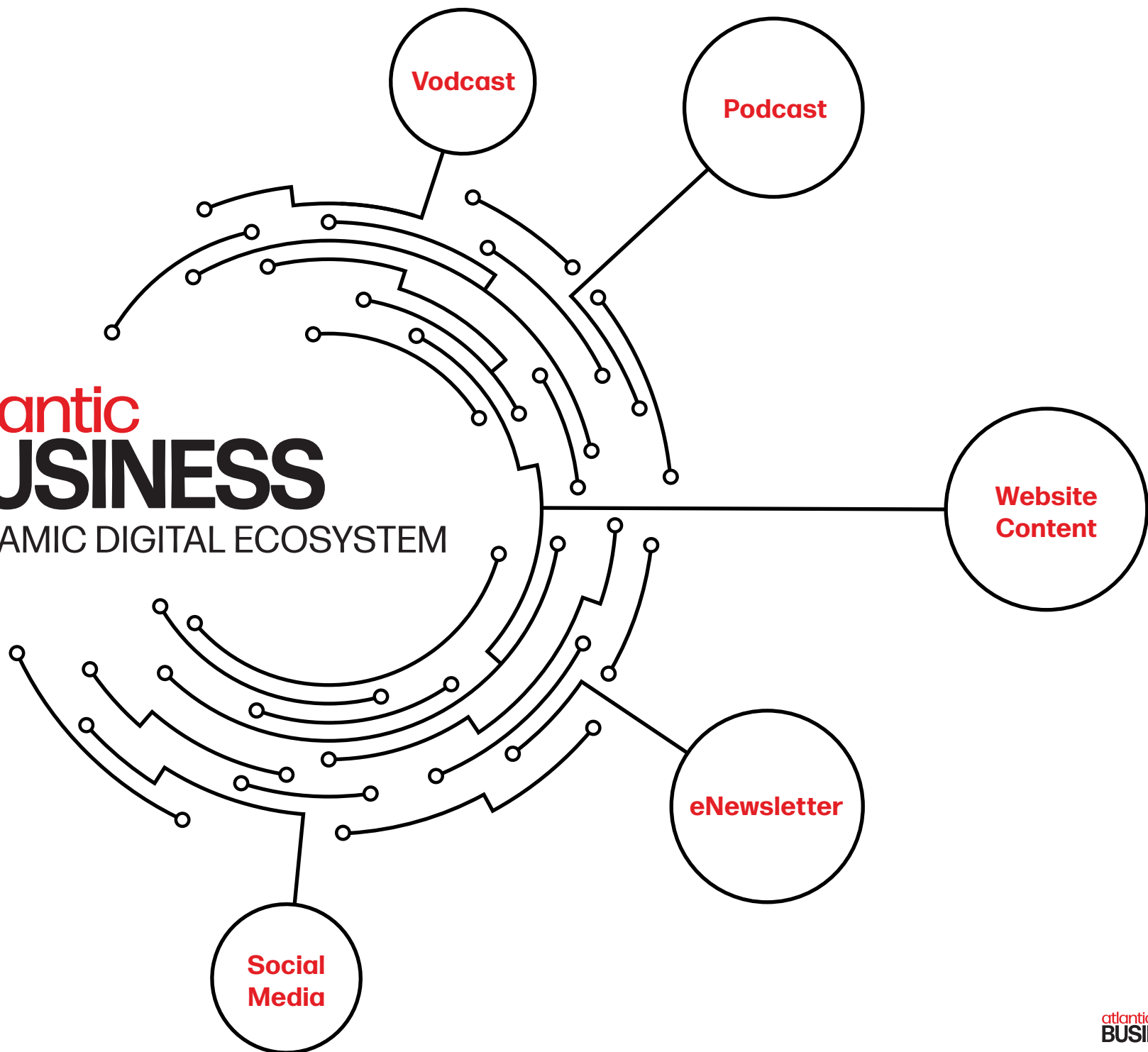


**atlantic**  
**BUSINESS**  
DYNAMIC DIGITAL ECOSYSTEM



# Vodcast/Podcast

Be seen and heard, with authority.

Booking deadline:  
**minimum  
2 months  
pre-broadcast**

## For the Record

Beginning November 2025: *For the Record* will be a bi-monthly discussion delivering behind-the-scenes insights from the latest edition of Atlantic Business Magazine. Expertly produced and published in both vodcast and podcast formats to seamlessly include video and audio advertising placements.

## Partnered Programs

Work in partnership with our award-winning editorial team to create uniquely compelling original vodcast/podcast content designed to appeal to your target market. Hosted and moderated by an Atlantic Business journalist, these informative discussions will integrate one speaker of your choice as a subject matter expert. Includes up to two client ad placements per platform (client is responsible for creating their own ad content). Published on both vodcast and podcast platforms; starts at \$10K/30-minute program

Video and audio products will be amplified through native posts on Atlantic Business' social channels and eNewsletter

# Website

Make a lasting impression through creative storytelling or dynamic digital display

## Display Advertising

From Hero Banner dominance to eye-catching large box and in-article positioning, our diverse ad formats are designed to get your message in front of online readers – driving audience engagement and campaign performance.

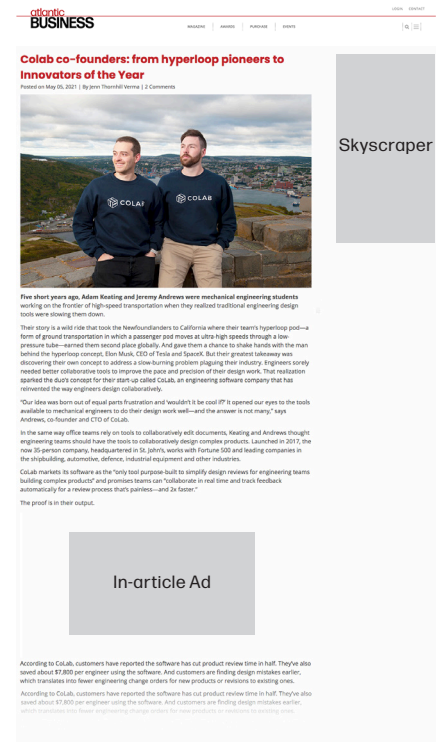
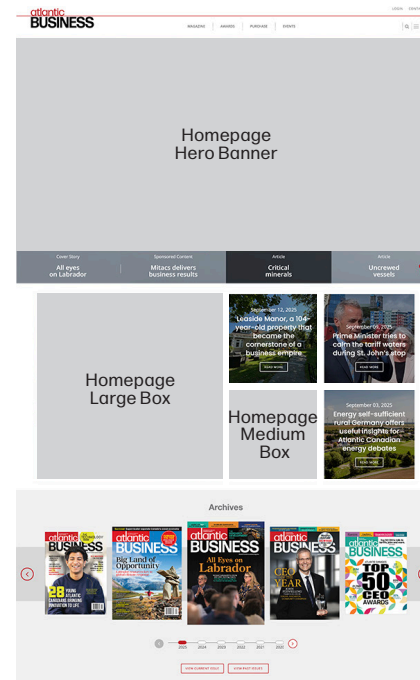
## Sponsored Content

Your 500-600 word promotional feature, told in your brand voice and written by a member of your team, with hyperlinks as requested. Comes with either a medium-box ad or Hero Banner on the Atlantic Business homepage. Topic and content subject to Atlantic Business editorial approval. Includes sponsored content social media/eNewsletter mention.

## Special Reports - produced in partnership with Atlantic Business Magazine

Achieve seamless brand integration with high-value content (not intended for promotional/advertorial-style stories). Work in collaboration with the Atlantic Business editorial team to develop Special Reports designed to appeal to your target market. Comes with either a medium-box or Hero Banner placement on the Atlantic Business homepage plus one in-article client ad. Includes native social media and eNewsletter mention.

**Ad design available for additional fee  
(must be requested before ad booking deadline)**





# eNewsletter

Connect with 2,000 opt-in subscribers through our weekly ABMInsider eNewsletter

## Display advertising

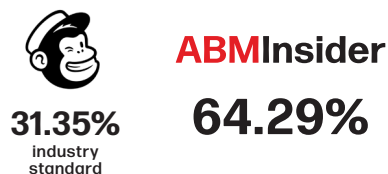
Showcase your brand with in-article delivery (perfect for event promotions or an immediate call-to-action); \$150 per placement

## eNewsletter takeover

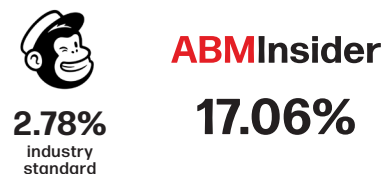
Reach out to our engaged audience with expert commentary or important news updates (not intended for promotional/advertorial-style content). Keywords can be hyperlinked to additional information. Includes an in-article client ad placement (no other advertisers permitted). Topic and content are subject to editorial approval; writing assistance available for an additional fee. \$500 per eNewsletter. Limit 1 per month.

### How our eNewsletter compares to MailChimp industry standards

#### AVERAGE OPEN RATE



#### AVERAGE CLICK RATE



MailChimp standards for Business + Finance industry as listed on [mailchimp.com/resources/email-marketing-benchmarks](https://mailchimp.com/resources/email-marketing-benchmarks) as of September 9, 2025. ABMInsider open and click rates are calculated from all mail broadcasts between July 1, 2024 and July 31, 2025.

**Ad design available for additional fee  
(must be requested before ad booking deadline)**



# Social Media

## Native Posts

Engage our audience with important news and information (not intended for promotional/advertorial content). Our expert editorial team will succinctly capture your message, in our words and journalistic style; clients are responsible for submitting digital imagery (must be a photo, not an ad). Message can be reviewed before posting. \$150 per 1x post (each post to appear on Atlantic Business' Facebook, LinkedIn and Instagram accounts). Limit 2/week/client.

## ABM\_Live

Hire an Atlantic Business editorial contributor to attend and produce live social posts of your event; Client does not review/approve posts. Starting at \$500



FOLLOWERS AS OF SEPTEMBER 2025

**in**  
11.4K

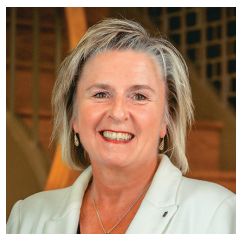
**ig**  
3.7K

**f**  
6.9K

# Your Brand Builders

Ask one of our account experts how we  
can help you achieve your marketing goals

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**Business Development Associate**

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**Cancellation charge: 50% for ads cancelled after ad booking deadline**  
**No cancellations accepted the day prior to ad submission deadline**

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2026 MEDIA KIT **6**