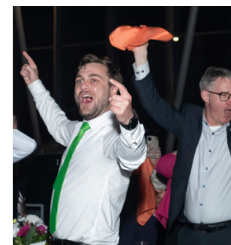


atlantic BUSINESS NETWORK

- dynamic digital ecosystem
- high value in-person events
- Atlantic Canada's regional business print magazine


2026 MEDIA KIT



We make promotions happen

Coverage by Atlantic Business is a career highlight for regional leaders and an aspirational goal for young professionals.

We can work for you, too



Atlantic Business Magazine has enormous strategic value to me both personally and professionally. Although our business is more North America than specifically Atlantic focused, the earned recognition, networking opportunities and new friendships achieved through our shared Atlantic Canadian values has set me and my company apart in tangibly positive ways.”

Terry Malley

President & CEO
Malley Industries

Atlantic Business... your direct connection to Atlantic Canada's most affluent and influential business network

POWERFUL ECONOMIC DRIVERS

35+

66% of readers are 35 and older, representing the demographic with the highest income and net worth in Canada.

\$135,000+

Median household income

\$1 Million

Average net worth

35%

Manage annual budgets of \$500,000+

90%

Hold senior management positions across a variety of enterprises

53% 1-25 employees

28% 25-500 employees

9% 500+ employees

PERSONAL INTERESTS

- 14%** News & Politics
- 13%** Business Leadership
- 13%** Travel
- 11%** Banking & Finance
- 8%** Food & Dining
- 8%** Professional Development
- 8%** Technology
- 7%** Vehicles & Transportation
- 6%** Sports & Sporting Events
- 5%** Entertainment
- 2%** Shopping & Retail
- 2%** Home & Garden
- 2%** Pets
- 1%** Beauty & Wellness

51%

Men

49%

Women

DIGITAL AUDIENCE

103K

Active Canadian Users

Global Highlights

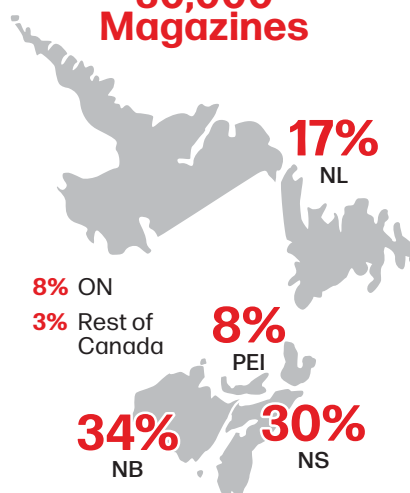
17K U.S.

11K U.K.

24% NS	5% PEI
20% ON	4% AB
16% NL	4% BC
16% NB	1% MB
9% QC	1% SK

PRINT DISTRIBUTION

30,000 Magazines



Credible Content

Extended Shelf Life

Loyal Audience

Your marketing campaign deserves no less

AWARD-WINNING

Regional, national and international journalism awards

1989 – Present

Longest-publishing business magazine in the region

50,000+

Readers per issue (print and digital combined)

Sources: JAC Digital Marketing Agency digital demographic analysis; 2025 subscriber data

atlantic
BUSINESS

2026 MEDIA KIT **3**



atlantic BUSINESS

ATLANTIC CANADA'S **EXCLUSIVE**
REGIONAL PRINT MAGAZINE

The Art of **Print**

Paper doesn't come with clanging bells or shrieking whistles,

But our work gets hung on more walls than any other media.

And our readers consider advertising an integral part of their magazine experience.

Ad blockers don't exist in our world.

Only carefully created journalistic content. Published on FSC-certified soft touch matte paper,

Offering maximum sensory appeal and environmental sustainability.

With 80% of readers dedicating 60 minutes or more to savouring each issue.

**In a world of speedboat advertising,
we are a yacht.**



Strategic Alignment

Partner your marketing with complementary themes to reach an engaged target audience

JANUARY/ FEBRUARY **BEST OF ATLANTIC CANADA**

- Best Places to Work
- Readers' Choice Awards
- Editorial pkg: housing (construction costs; inspections; modular trend)

Promotional Showcase booking: October 10, 2025
Native/Sponsored content: October 17, 2025
Ad booking: November 19, 2025
Ad submission: November 26, 2025
Publication: January 2, 2026

MARCH/ APRIL **POWER**

- Atlantic Canada's 25 Most Powerful Women in Business
- Churchill Falls MOU
- Editorial pkg: Wind (NS offshore; PEI wind farm; NL update; NB potential)

Promotional Showcase booking: December 8, 2025
Native/Sponsored content: December 15, 2025
Ad booking: January 21, 2026
Ad submission: January 28, 2026
Publication: March 6, 2026

MAY/JUNE **BUSINESS LEADERSHIP**

- Editorial pkg: Atlantic Canada's Top 50 CEOs (profiles; stats; insights)

Promotional Showcase booking: February 13, 2026
Native/Sponsored content: February 20, 2026
Ad booking: March 25, 2026
Ad submission: April 1, 2026
Publication: May 8, 2026

JULY/AUGUST **SEE, TASTE, EXPERIENCE**

- Travel & Tourism
- Events
- Editorial pkg: Newcomers (community preparedness; assimilation; entrepreneurship)

Promotional Showcase booking: April 17, 2026
Native/Sponsored content: April 24, 2026
Ad booking: May 27, 2026
Ad submission: June 3, 2026
Publication: July 2, 2026

SEPTEMBER/ OCTOBER **RESOURCE DEVELOPMENT**

- Sustainability awards (NEW)
- Editorial pkg: Fisheries (processing requirements; end to NS moratorium on new licenses; aquaculture)

Promotional Showcase booking: June 12, 2026
Native/Sponsored content: June 19, 2026
Ad booking: July 22, 2026
Ad submission: July 29, 2026
Publication: September 1, 2026

NOVEMBER/ DECEMBER **STRATEGY & GROWTH**

- Top 50 CEO Hall of Fame Legacy Project
- ICE awards
- Technology
- Arts education in an AI world

Promotional Showcase booking: August 14, 2026
Native/Sponsored content: August 21, 2026
Ad booking: September 23, 2026
Ad submission: September 30, 2026
Publication: November 2, 2026

SPECIAL REPORTS

Leadership development
(May/June)

**Meetings & Conventions
Planners Guide**
(July/August)

Transportation & Logistics
(September/October)

IN EVERY ISSUE:

Position your message next to one of our thought-provoking departments or columns

- **Between the Lines** (editor Dawn Chafe's curated summary of issue highlights)
- **Devil's Advocate** (global perspectives from one of Canada's most successful entrepreneurs, John Risley)
- **Small Business Spotlight** (profiles a different small business each issue)
- **Let's Do Launch** (highlights a startup company, their launch story and how they plan to leverage to the next level)
- **The Water Cooler** (short stories about topical Atlantic issues)
- **Where Are They Now?** (featuring Top 50 CEO Hall of Fame inductees)

Display Advertising

All print ads are automatically included in our digital flipbook; each issue delivers a minimum two-month shelf life

**Multi-
booking
discounts**

Standard Placements

Ad options include:

- one-third
- one-half
- two-third*
- full-page*
- full-page advertorial**

**Includes 1 complimentary two-month website ad placement (content or skyscraper ad); must appear during same issue as print placement*

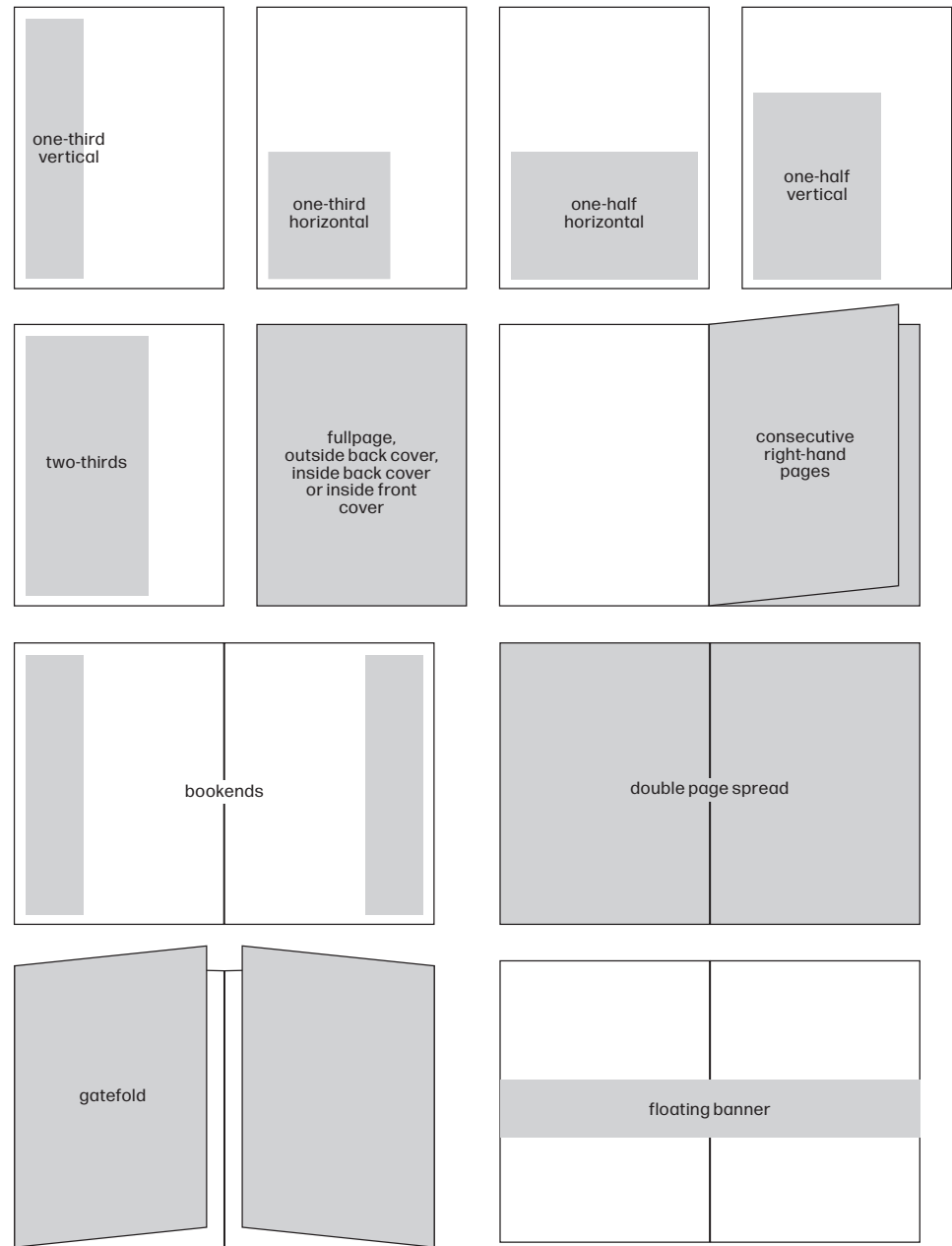
***Advertorial content will be posted online, unpaywalled. Complimentary ad will be included in online advertorial.*

Premium Placements¹

Command attention with advertising that stands above:

- Consecutive right-hand pages
- Covers (Outside Back; Inside Back; Insider Front)
- Bookends
- Double Page Spread
- Floating Banner
- Gatefold

¹All premium placements include 1 complimentary two-month website ad placement (content or skyscraper ad); must appear during same issue as print placement



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

Content Marketing

Produced in partnership with Atlantic Business Magazine's editorial team

Drive results with creative content solutions. Print booking includes complimentary online publication (unpaywalled) with requested hyperlinks in digital edition

Sponsored Content

A promotional story, written by an Atlantic Business team member under your editorial direction. You have the opportunity to review, suggest changes and approve content pre-publication. Logo/contact information are permitted. Includes sponsored social media/eNewsletter mention.

Available in full page increments at the 1x rate.

Special Reports

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. Includes in-article advertising placement plus native social media/eNewsletter amplification. Logos/contact information are not permitted outside of ad placement.

Price to be based on project scope.

For Special Reports inspiration check out these 35+ inspiring native ad examples



Your Brand Builders

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



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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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