



# 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 20, 2026  
Ad submission: May 27, 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*

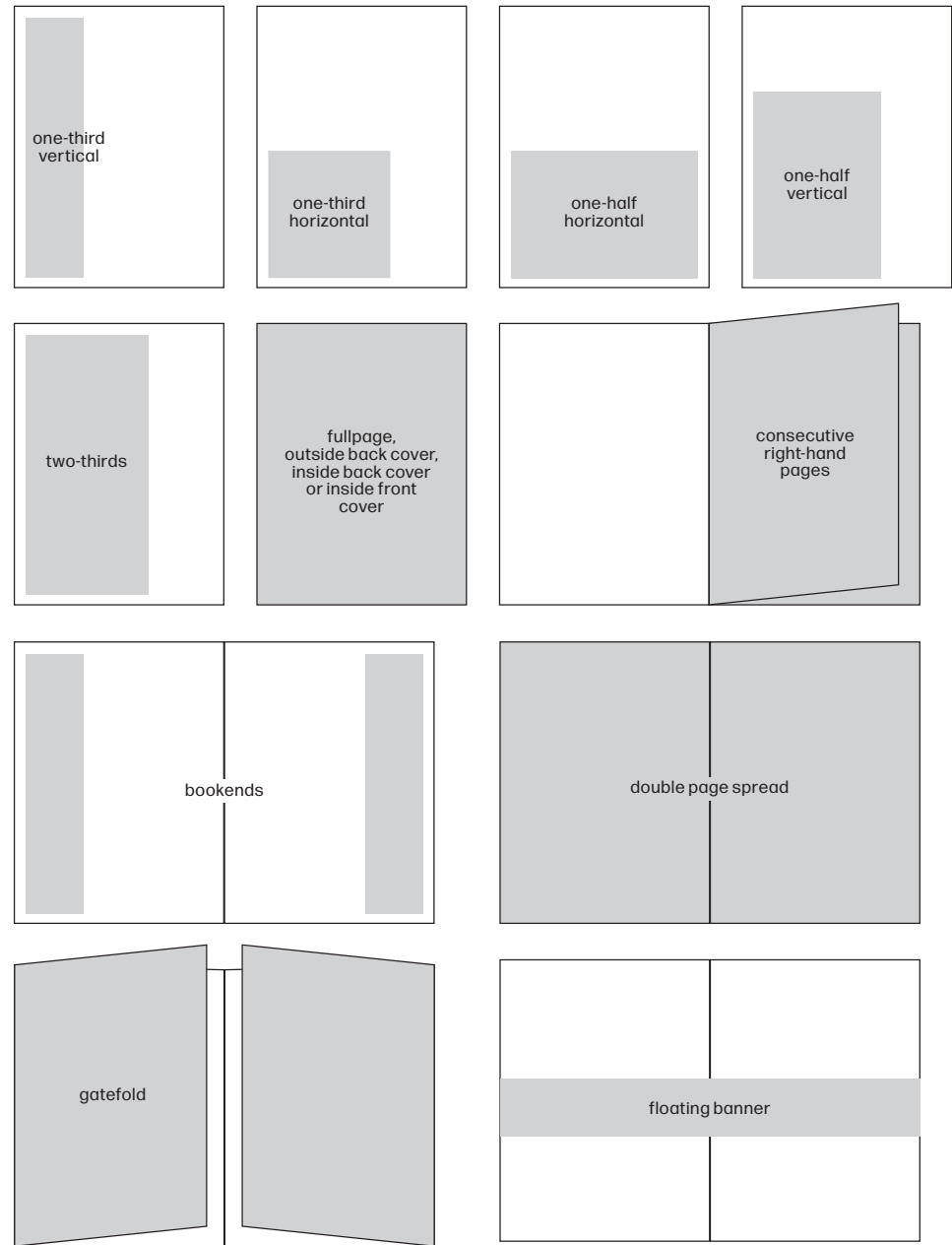
*\*\*Advertorial content will be posted online, unpaywalled. Complimentary ad will be included in online advertorial.*

## Premium Placements<sup>1</sup>

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

*<sup>1</sup>All 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

---



## **Tonia Hutton**

**Co-owner & Business Development Manager**

thutton@atlanticbusinessmagazine.ca

Office: 709-726-9300, ext. 102

Cell: 709-728-1215



## **Stephen Barnes**

**Business Development Associate**

sbarnes@atlanticbusinessmagazine.ca

Office: 709-726-9300, ext. 104

Cell: 709-765-5112



## **Terry Keough**

**Business Development Associate**

tkeough@atlanticbusinessmagazine.ca

Cell: 902-441-5277

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