



atlantic BUSINESS

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

The Art of Print

Paper doesn't come with clangng 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

Standard Placements

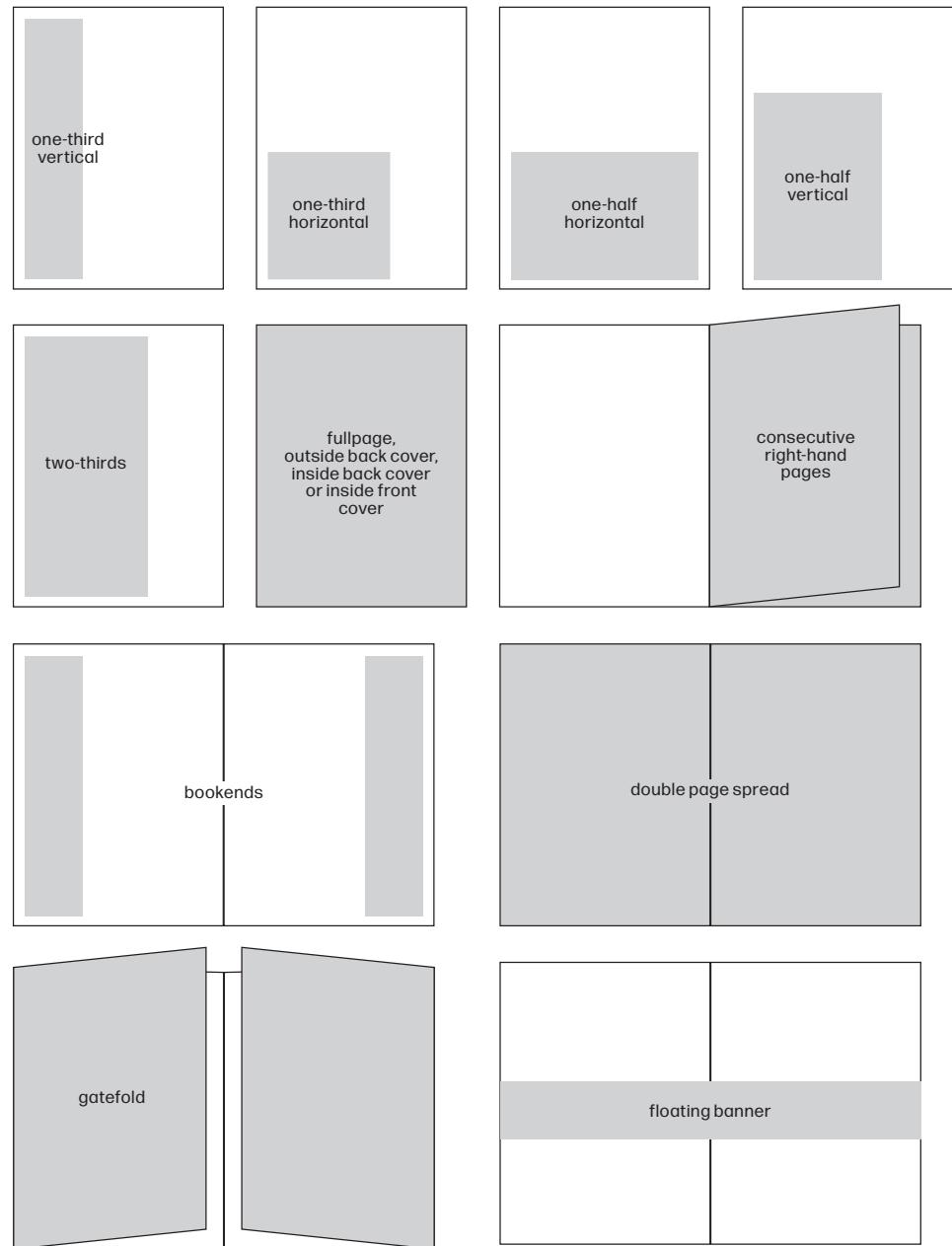
Ad options include:

- 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.*

**Multi-
booking
discounts**



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



SPONSORED CONTENT

FINE JEWELLERY: A HIDDEN GEM

On the Halifax Waterfront at Bishop's Landing, FRIDA Fine Jewellery presents itself with the kind of understatement only true luxury can afford. Inside, the boutique's cases reveal 18kt gold, rare stones and the precision work of a world-class atelier—crafted not for everyone, but for those who recognize distinction when they see it.

Founded by designer Carrie Lamb, FRIDA has, for more than 20 years, quietly carved out a place among international luxury brands. The name—dedicated to her daughter Emma and meaning “beautiful and beloved” in Old Norse—signals a business with roots as personal as they are ambitious. Lamb’s path to fine jewellery was unconventional: what began with fine jewellery was unconventional: what began with stringing her grandmother’s jewellery and selling it on a school playground became, through determination and reinvention, a boutique with a global clientele and features in British Vogue.

Today, FRIDA operates at a scale that enables both intimacy and excellence. Pieces are handmade in Canada using only the finest gemstones and diamonds. “Every gem, diamond and pearl is selected for its inherent beauty and quality,” Lamb says. “Every piece is an expression and without question harbours a soul, a voice, a story.”

Celebrating the art of superb craftsmanship, FRIDA offers a bespoke design service allowing clients to interpret their dreams. “From engagement rings to a custom jewel of choice, anything is possible... Luxury is about choice, experience and quality.”

Unlike mass-produced offerings, FRIDA’s creations are one-of-one, shaped by the belief that luxury is as much about the story and the connection as it is about the materials. Lamb’s process is focused,

meticulous, and deeply collaborative. The collections reflect this philosophy. CARIBOU delivers bold statement necklaces. OCEAN channels the rhythms of the sea; SHIELD™ explores the interplay of form and energy; and STRATA™, a layered study in luxury, evokes the evolution of both women and design. Each collection speaks to Lamb’s conviction that jewellery is a vessel for narrative and identity—a conviction that resonates with collectors and first-time clients alike.

FRIDA’s position is further strengthened by the addition of Emma Lamb as creative director. The mother-daughter partnership brings agility to the brand, keeping FRIDA attuned to shifts in taste and demand while rooted in the traditions of fine craftsmanship. Their approach transcends trends, championing choice, experience and quality in every detail.

As an independent Canadian luxury brand, FRIDA stands apart in a field dominated by multinational conglomerates. Its scale allows for rapid innovation and direct relationships, even as its aspirations remain global. Looking ahead, Lamb is as ambitious as ever. With Emma shaping FRIDA’s future, the brand is poised not just to participate in the luxury conversation, but to help define and differentiate it within the glittering landscape of designer jewellery.

“Together, they are a force of nature,” Lamb says. “I design for the many, amazing women who have inspired my journey.” Lamb says, “For the daughter in all of us.”

FRIDA | FINE JEWELLERY BY CARRIE LAMB
1477 LOWER WATER STREET, BISHOP'S LANDING, HALIFAX, NOVA SCOTIA | 1.902.492.2947
FRIDAJEWELLERY@FRIDA.CA | FRIDA.CA | @FRIDAFINE

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

atlantic
BUSINESS