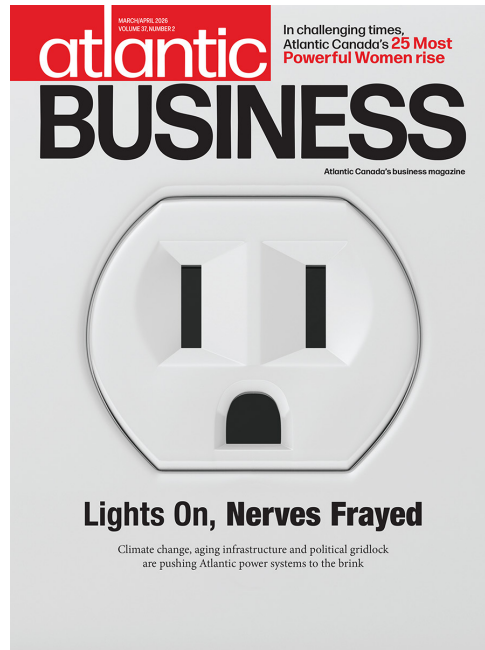




atlantic BUSINESS

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

Promotional Showcase booking: October 9, 2026
Native/Sponsored content: October 16, 2026
Ad booking: November 18, 2026
Ad submission: November 25, 2026
Publication: January 4, 2027

MARCH/ APRIL **POWER**

- Atlantic Canada's 25 Most Powerful Women in Business

Promotional Showcase booking: December 7, 2026
Native/Sponsored content: December 14, 2026
Ad booking: January 20, 2027
Ad submission: January 27, 2027
Publication: March 5, 2027

MAY/JUNE **BUSINESS LEADERSHIP**

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

Promotional Showcase booking: February 12, 2027
Native/Sponsored content: February 19, 2027
Ad booking: March 24, 2027
Ad submission: March 31, 2027
Publication: May 7, 2027

JULY/AUGUST **BEYOND BORDERS**

- Global markets
- Domestic trade

SPECIAL REPORT: Meetings & Conventions Planners Guide

Promotional Showcase booking: April 16, 2027
Native/Sponsored content: April 23, 2027
Ad booking: May 19, 2027
Ad submission: May 26, 2027
Publication: July 2, 2027

SEPTEMBER/ OCTOBER **RESOURCE DEVELOPMENT**

- ECOlogical awards

Promotional Showcase booking: June 11, 2027
Native/Sponsored content: June 18, 2027
Ad booking: July 21, 2027
Ad submission: July 28, 2027
Publication: September 1, 2027

NOVEMBER/ DECEMBER **LAUNCH TO LEGACY**

- Startups
- Expansion
- Succession planning

Promotional Showcase booking: August 13, 2027
Native/Sponsored content: August 20, 2027
Ad booking: September 22, 2027
Ad submission: September 29, 2027
Publication: November 1, 2027

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 one-month website ad placement (content or skyscraper ad); must appear during same issue as print placement*

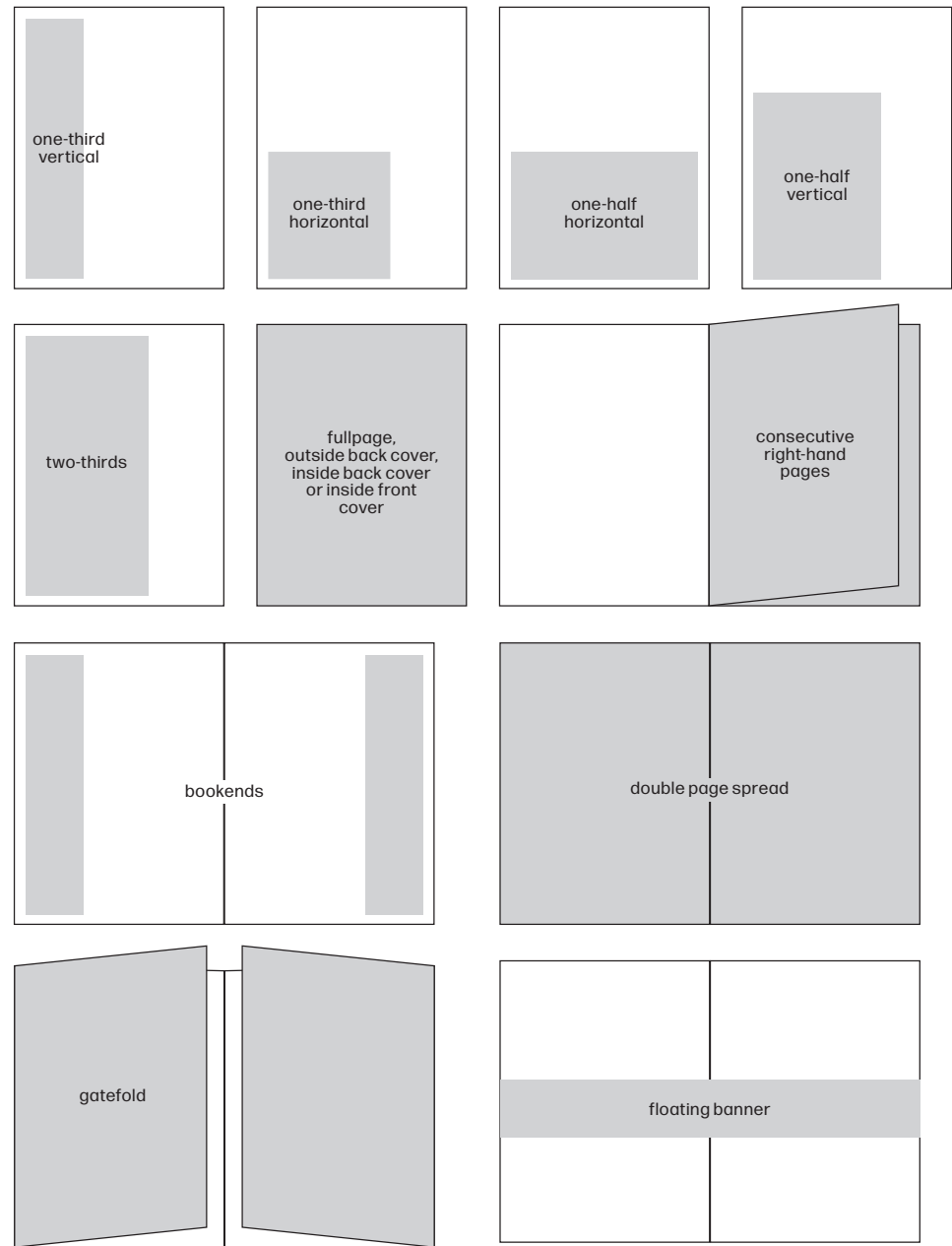
***Advertorial content will be posted online, unpaywalled.*

Premium Placements¹

Command attention with advertising that stands above:

- Consecutive right-hand pages
- Covers (Outside Back; Inside Back; Inside 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. 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