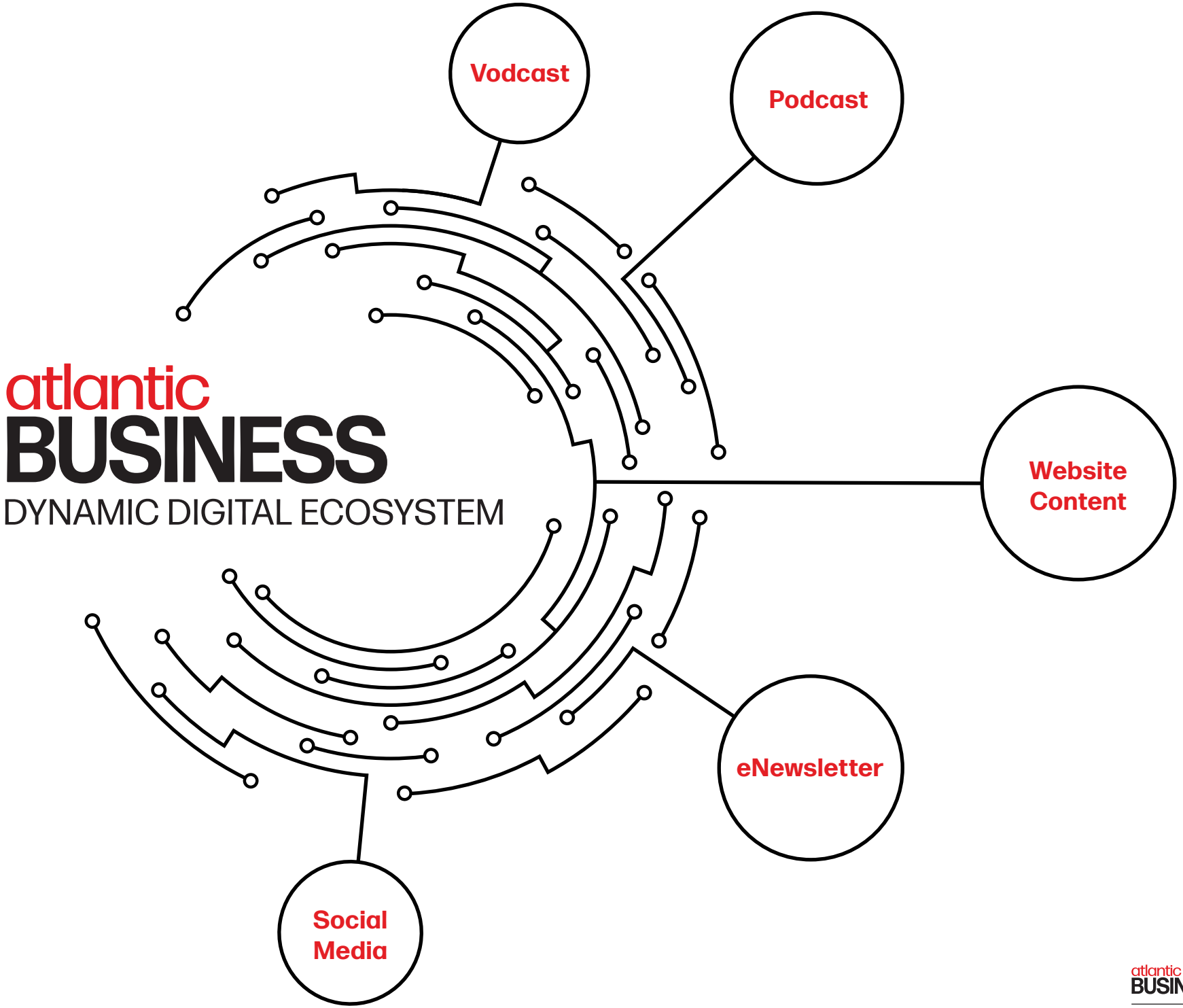

atlantic
BUSINESS
DYNAMIC DIGITAL ECOSYSTEM
Vodcast
Podcast
Website Content
eNewsletter
Social Media

Vodcast/Podcast

Be seen and heard, with authority.

For the Record

For the Record is 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; call for pricing. **Must be booked at least 2 months pre-broadcast.**

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

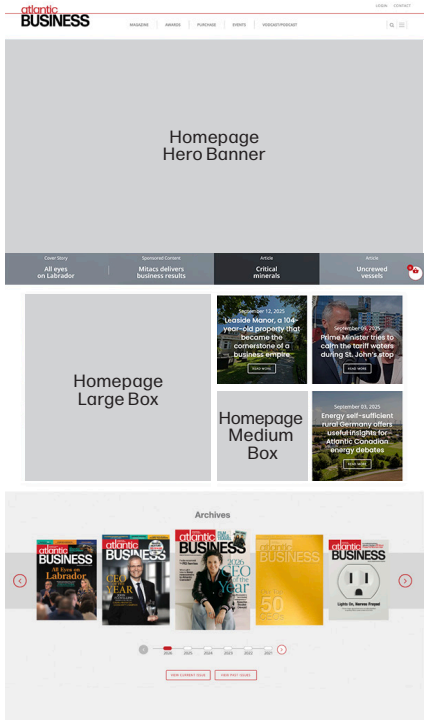
From Hero Banner dominance to eye-catching large box and in-article positioning, our diverse ad formats are designed to get your message in front of online readers – driving audience engagement and campaign performance.

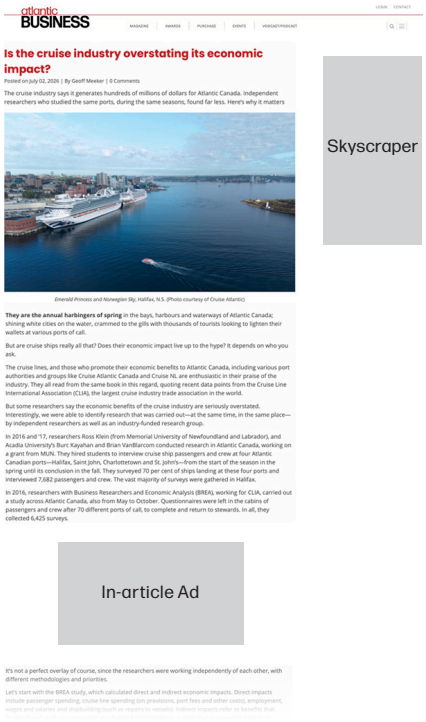
Sponsored Content

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.

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

How our eNewsletter compares to MailChimp industry standards

AVERAGE OPEN RATE		AVERAGE CLICK RATE	
31.35% industry standard	ABMInsider 52.9%	2.78% industry standard	ABMInsider 10.15%

MailChimp standards for Business + Finance industry as listed on mailchimp.com/resources/email-marketing-benchmarks as of July 28, 2026. ABMInsider open and click rates are calculated from all mail broadcasts between July 28, 2025 and July 28, 2026.



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

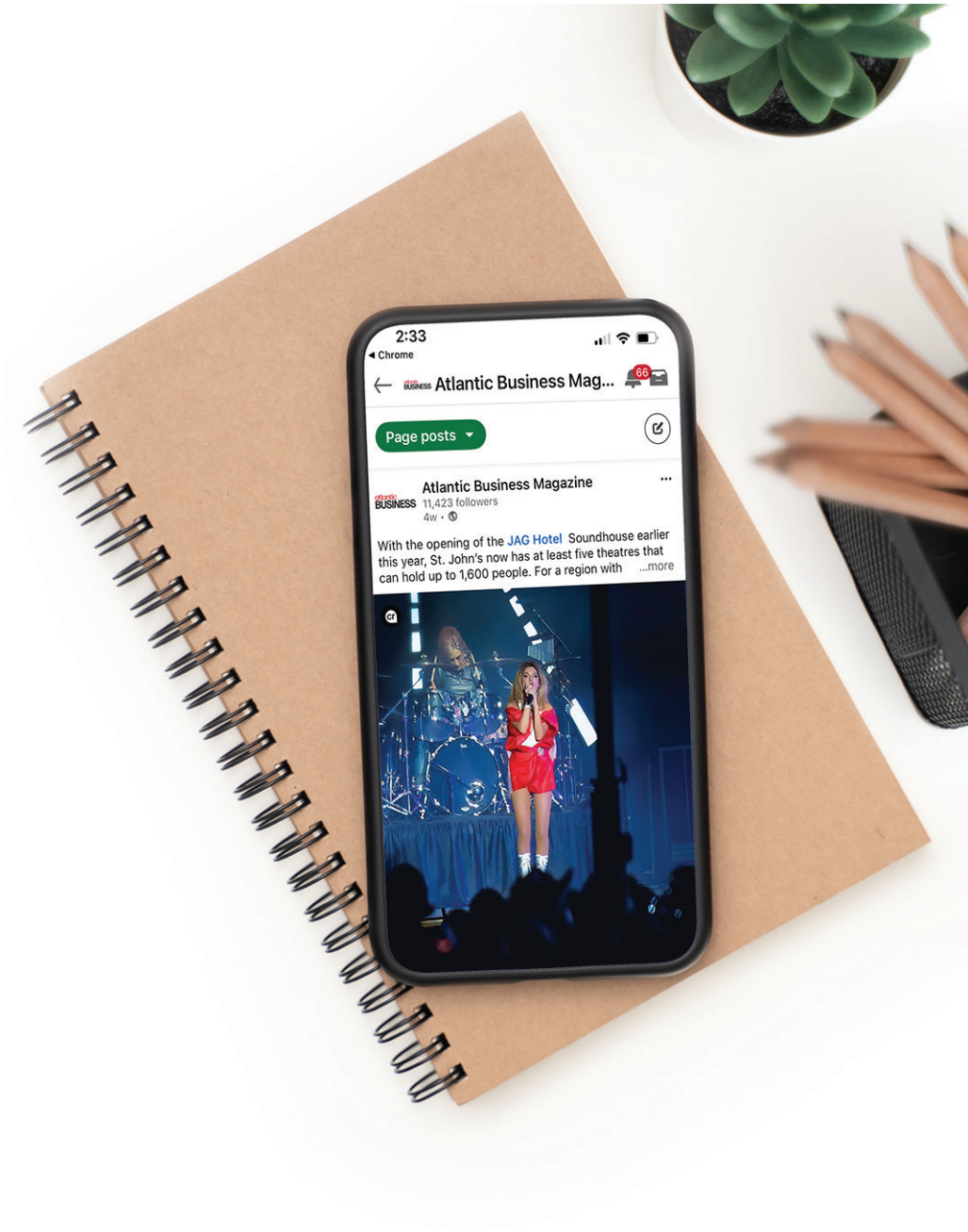
Social Media

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. Starting at $500



FOLLOWERS AS OF SEPTEMBER 2026

13K	4K	7.5K

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