

ATLANTIC BUSINESS MAGAZINE

ATLANTIC CANADA'S LEADING BUSINESS MAGAZINE

Atlantic Business Magazine offers better value for your advertising dollar than any other high gloss business publication in Atlantic Canada.

We have the region's highest circulation (31,914 copies per issue), and largest distribution network (targeting the four Atlantic Provinces as well as Calgary). From our CCAB audit to our top-notch editorial, our advertisers and readers know they can rely on us to consistently produce a quality product. Just as Information Technology and Natural Resource development represent a large percentage of the region's economy, both receive particular attention in each issue of our magazine.

That is why we are Atlantic Canada's award-winning business publication.

SELECTIVE DISTRIBUTION

Magazine Circulation

31,914

The Globe & Mail Newspaper

Regional

Nova Scotia

5,024

New Brunswick

4,067

Newfoundland & Labrador

1,780

Prince Edward Island

1,135

National

Calgary

1,600

The Chronicle Herald (Nova Scotia only)

5,200

Major Hotels, Inns & Suites (62)

9,800

Major Airlines (3)

1,500

Air Canada

Air Labrador

Provincial Airlines

Marine Atlantic

300

MV Caribou

MV Joseph and Clara Smallwood

MV Leif Ericson

Maple Leaf Lounges

1,508

Toronto | Halifax | St. John's

HOTELS, INNS & SUITES

Prince Edward Island 700

Best Western
Delta Prince Edward
Quality Inn
Rodd Confederation Inn
Rodd Royalty Inn
The Charlottetown Hotel

New Brunswick 3,250

Fredericton
Comfort Inn
Crowne Plaza
Delta Fredericton
Fredericton Inn
Ramada Fredericton
Wandlyn Fredericton

Moncton
Chateau Moncton
Colonial Inn
Comfort Inn
Crowne Plaza Downtown
Delta Beauséjour
Holiday Inn Express
Hotel Moncton
Ramada Plaza Crystal Palace
Rodd Park House Inn

Saint John

Colonial Inn
Comfort Inn
Delta Brunswick
Fort Howe Hotel
Holiday Inn Express
Hotel Courtney Bay
Saint John Hilton

Nova Scotia 2,900

Airport Hotel Halifax
Cambridge Suites
Citadel Halifax
Delta Barrington
Delta Halifax
Four Points Sheraton
Holiday Inn Express
Holiday Inn-Harbour View
Holiday Inn-Select
Premier Executive Suites
Prince George Hotel
Quality Inn & Suites
Westin Hotel

Cambridge Suites, Sydney
Days's Inn, Sydney
Delta Sydney
Wandlyn Amherst

Newfoundland & Labrador 2,950

Best Western
Capital Hotel
Courtyard by Marriott
Comfort Inn
Delta St. John's
Fairmont Hotel
Holiday Inn, St. John's
Quality Hotel
Ramada
Super 8
The Battery Hotel & Conference Centre

Albatross, Gander
Hotel Gander
Sinbad's Hotel, Gander
Mount Peyton Hotel, Grand Falls

Glynmill Inn, Corner Brook
Greenwood Inn & Suites, Corner Brook

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NET ADVERTISING RATES

4 Color Offset	1X	3X	6X
Full Page	\$4945.00	\$4485.00	\$4250.00
2/3 Page	3735.00	3410.00	3185.00
1/2 Page	2965.00	2745.00	2495.00
1/3 Page	2195.00	2085.00	1865.00
1/6 Page	1075.00	1075.00	1075.00
IFC/IBC	5055.00	4835.00	4615.00
OBC	5275.00	5055.00	4835.00
DPS	8580.00	8030.00	7590.00
1/2 DPS	5500.00	5170.00	4620.00

Black/White	1X	3X	6X
Full Page	\$4295.00	\$4095.00	\$3895.00
2/3 Page	3295.00	3050.00	2850.00
1/2 Page	2295.00	2050.00	1850.00
1/3 Page	1525.00	1395.00	1295.00
1/6 Page	895.00	895.00	895.00
DPS	7150.00	6700.00	6250.00
1/2 DPS	4400.00	3995.00	3500.00

AD DIMENSIONS (in inches)

DPS (Image Area)	15.250w	x	9.875h
DPS (Trimmed Area*)	16.250w	x	10.875h
1 Page (Image Area)	7.125w	x	9.875h
1 Page (Trimmed Area*)	8.125w	x	10.875h
2/3 Page (vertical)	4.625w	x	9.875h
1/2 DPS (Image Area)	15.250w	x	4.625h
1/2 DPS (Trimmed Area*)	16.250w	x	5.125h
1/2 Page (vertical)	4.625w	x	7.125h
1/2 Page (horizontal)	7.125w	x	4.875h
1/3 Page (vertical)	2.250w	x	9.875h
1/3 Page (horizontal)	4.625w	x	4.875h
1/6 Page (horizontal)	4.625w	x	2.250h
1/6 Page (vertical)	2.250w	x	4.875h

*please add .125" on all four sides for bleed if required

PROMOTIONAL FEATURES

Showcase Your Company

If you are interested in promoting your products and services, to raise your company's profile, Atlantic Showcase will deliver.

- Your company will be listed as a Showcase Feature in the Table of Contents.
- Your company will be one of no more than four profiled as a Showcase Feature.
- A scaled version of your company's ad will be highlighted on the Showcase Index Page.
- Your message will be the sole subject of a minimum of 600 word feature story, final content subject to your approval.
- You will be provided with experienced writing, layout, design and consultative services.
- You will receive a full page of advertising space in the Showcase section (over and above your promotional story).
- You will have access to a powerful, stand-alone marketing tool: a real Showcase item.
- Because your Showcase feature will be of such exceptional quality, you may wish to order additional copies to distribute to clients as a promotional brochure. This service is available at an additional cost (although substantially less than if you were to separately commission your own brochure).

2008 ONLINE ADVERTISING

Website ads should be static (non animated), 60 characters or less ads. File size should not be more than 35kb. When submitting the ad please include the link that you require for your ad.

Shape	Size	Format	Duration	Rate
Banner	760x70 ppx	Png/Gif/Jpg	1 Month	\$350.00
<i>Banners appear on the top of the webpage.</i>				
Box	160x200 ppx	Png/Gif/Jpg	1 Month	250.00
<i>Box ads appear on the right of the webpage.</i>				

2008 EDITORIAL LINEUP

Volume 19, No. 1 - January/February

Cover Story: Top 5 business newsmakers of 2007

Feature: People and companies to watch

Special Report*: Investing (Topics: Understanding investment products; Self-managed versus advisor-assisted portfolios; Investing for your dream retirement)

Volume 19, No. 2 - March/April

Cover Story: Defining Atlantica

Natural Resources oil & gas magazine: in addition to being printed in 35,000 copies of Atlantic Business Magazine, 4,000 print overruns will be distributed at the Calgary, St. John's and Houston annual oil shows.

Volume 19, No. 3 - May/June

Cover Story: Top 50 CEO Awards

Feature: Technology's place in an executive's world

Special Report*: Tourism

Volume 19, No. 4 - July/August

Natural Resources oil and gas magazine: in addition to being printed in 35,000 copies of Atlantic Business Magazine, 2,000 print overruns will be distributed at the CORE conference in Halifax and at Offshore Europe.

Volume 19, No. 5 - September/October

Special Report*: Mining

Volume 19, No. 6 - November/December

Special Report*: Post-secondary Education

* each Special Report will include three to five stories on that topic.

Appearing Every Issue...

Columns

- John Risley tackles public policy in *The Devil's Advocate*
- Beste Alpargun delivers investment advice with *Money Talks*
- Alec Bruce talks competitiveness in *Winner Takes All***
- Eleanor Beaton searches out venture capital in *Flow*
- John Crosbie dominates on *The Back Page*

Departments

- Current affairs go front of book and top of mind in *Atlantic Links*
- Find out about the latest promotions in *People on the Move*
- Watch differing opinions go head-to-head in *Face-Off*
- Laugh out loud at corporate foibles in *Seriously, Though***
- Consume the hottest food and wine trends in *Addendum*

** Tentative titles, subject to change