



Atlantic Canada's Leading Business Magazine

Free Advertising for Registered Charities **Atlantic Business Magazine to celebrate 20th anniversary by giving free advertising space to 20 registered charities**

(November 24, 2008) Next year (2009) marks the 20th anniversary of Atlantic Business Magazine, the longest-publishing regional business magazine in Atlantic Canada. In celebration of this milestone achievement, Atlantic Business Magazine is donating \$46,500.00 in advertising space to 20 registered charities throughout Atlantic Canada.

Publisher Hubert Hutton says that Atlantic Canada has been good to Atlantic Business Magazine and that he believes it's important for the magazine to reciprocate in kind. "A business can only be as healthy and successful as the community around it. As the longest-publishing voice of Atlantic Canada's business community, we are very grateful for the support and encouragement we've received during the past 20 years."

Atlantic Business Magazine will be expressing that gratitude throughout 2009 by donating 20 ads (one-third-page size) to various charities throughout the region. To qualify, registered charities should submit a brief presentation that explains who they are, what they do and how they could benefit from free advertising space in Atlantic Canada's largest circulation business magazine. Twenty winners, five from each of the four Atlantic provinces, will be drawn from all entries received. With only a couple of weeks remaining before the magazine's first press date of the new year, interested charities are asked to submit their nominations as quickly as possible.

In addition to the free advertising space, publisher Hubert Hutton says that the magazine will also assist with ad copy and design where necessary. "We recognize that many charities do not have the funds available for professional ad preparation. In those cases where a chosen charity does not have an ad ready for publication, we will provide those services at no charge."

Other 20th anniversary activities will include special advertising discounts for repeat clients and a readership trivia contest.

For more information, contact:

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About Atlantic Business Magazine: Founded in 1989, Atlantic Business Magazine is an independently owned, bi-monthly glossy publication that covers all areas of business within the four Atlantic provinces.