

ATLANTIC BUSINESS

Your **competitive** advantage.

DISTRIBUTION

We Deliver.

We know that reaching the right audience is the most important element of results-oriented advertising. You need your message to be heard by people who will do something about it. People who will purchase your products and services. People with decision-making authority.

With an **audited circulation approximately 39% larger than our closest regional competitor**, we offer better value for your advertising dollar than any other business magazine in Atlantic Canada.

Our Selective Distribution ensures we reach business decision makers in the office...

The Globe & Mail Newspaper	10,953
Regional Breakdown	
Nova Scotia	5,100
New Brunswick	4,097
Newfoundland & Labrador	775
Prince Edward Island	981
The Chronicle Herald (Nova Scotia only)	5,000
Mailbox Delivery (Newfoundland & Labrador only)	1,000

And on the road.

Major Hotels, Inns & Suites (62)	10,200
Major Airlines (3)	1,500
<i>Air Canada</i>	
<i>Air Labrador</i>	
<i>Provincial Airlines</i>	
Marine Atlantic	300
<i>MV Caribou</i>	
<i>MV Joseph and Clara Smallwood</i>	
<i>MV Leif Ericson</i>	
<i>MV Atlantic Vision</i>	
Maple Leaf Lounges	1,785

Our current total audited circulation is 30,738

Hotels, Inns and Suites

Prince Edward Island **600**

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

New Brunswick **3,450**

Fredericton	
Comfort Inn	Crowne Plaza
Delta Fredericton	Fredericton Inn
Ramada Fredericton	

Moncton	
Chateau Moncton	Colonial Inn
Comfort Inn	Crowne Plaza Downtown
Delta Beauséjour	Holiday Inn Express
Hotel Moncton	Ramada, 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 **3,500**

Halifax	
Cambridge Suites	Citadel Halifax
Courtyard by Marriott	Delta Barrington
Delta Halifax	Four Points Sheraton
Holiday Inn Express	Hampton Inn and Suites
Holiday Inn-Harbour View	Holiday Inn-Select
Premier Executive Suites	Prince George Hotel
Quality Inn - Halifax Airport	Quality Inn & Suites
Ramada Plaza	Westin Hotel
Cambridge Suites	

Sydney	
Days's Inn	
Delta	

Newfoundland & Labrador **2,650**

Eastern Newfoundland	
Traveller's Inn	Capital Hotel
Courtyard by Marriott	Comfort Inn
Delta St. John's	Holiday Inn, St. John's
Quality Hotel	Ramada
Super 8	Sheraton Newfoundland

Central Newfoundland	
Albatross	Hotel Gander
Sinbad's Hotel	Mount Peyton Hotel

Corner Brook	
Greenwood Inn & Suites	Glynmill Inn