

# natural RESOURCES

IN ATLANTIC CANADA

OIL • GAS • MINING • ALTERNATIVE ENERGY

NATURAL RESOURCES is published three times a year as a special supplement to Atlantic Business Magazine. Thanks to our advisory panel of industry experts, our readers know they can rely on us for editorial content that is topical, timely, informative and authoritative.

For our advertisers, the added-value of our strategic distribution is unmatched by any other print media. In addition to being distributed in 37,000 copies of Atlantic Business Magazine, 3,500 copies of Natural Resources' March/April issue are delivered to the Houston, Calgary and St. John's oil shows, and 2,000 copies of the July/August issue are distributed at the Offshore Europe and Halifax shows. For the first time, in 2010, 2,000 copies of Natural Resources will also be distributed at select mining conferences throughout the region.

No other Atlantic Canadian resource-sector magazine can match the quality of our product. If you want business in the Atlantic Canadian resource development sector, your advertising budget should include Natural Resources.

## We deliver value.

In addition to being distributed as a special supplement in 37,000 copies of Atlantic Business Magazine, each issue of Natural Resources offers the following added value circulation:

### Volume 12, No. 1

3,500 copies added value circ:

- OTC 2010 (Offshore Petroleum Conference, Houston, Texas, May 3-6)
- Global Petroleum Show (Calgary, Alberta, June 8-10)
- Atlantic Canada Petroleum Show (St. John's, Newfoundland, June 16-17)

**Total distribution: 40,500 magazines.**

### Volume 12, No. 2

2,000 copies added value circ:

- ONS 2010 (Oil & Gas Conference & Exhibition, Stavanger, Norway, August 24-27)
- CORE '10 (Canadian Offshore Resources Exhibition & Conference, Halifax, Nova Scotia, October 6-7)

**Total distribution: 39,000 magazines.**

### Volume 12, No. 3

2,000 copies added value circ:

- Mineral Resources Review (Newfoundland, November 4-6)
- Exploration, Mining and Petroleum conference (New Brunswick, November)
- Mining Matters (Nova Scotia, November)

**Total distribution: 39,000 magazines.**

[naturalresourcesmagazine.com](http://naturalresourcesmagazine.com)



## Net Advertising Rates

### COLOUR AD

Full Page	\$4500.00
2/3 Page	3375.00
1/2 Page	2650.00
1/3 Page	1975.00
1/6 Page	1140.00
IFC/IBC	4895.00
OBC	5150.00
JDPS	4225.00
DPS	7995.00
1/2 DPS	4895.00

### BLACK & WHITE AD

Full Page	\$4125.00
2/3 Page	3025.00
1/2 Page	1975.00
1/3 Page	1375.00
1/6 Page	950.00

## Ad Dimensions (all measurements 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
JDPS (Image Area*)	15.25w x 4.875h
JDPS (Trimmed Area*)	16.25w x 5.125h
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

\*Double Page Spreads (DPS), Junior Double Page Spreads (JDPS), Inside Front Cover (IFC), Inside Back Cover (IBC) and Outside Back Cover (OBC) are only available in colour. All measurements are in inches. Please add **1/4 inch bleed on all sides for trim adverts**. There should be no text within 1/4 inch of trim size listed above.