

A T L A N T I C BUSINESS

Your **competitive** advantage.

7 great reasons to advertise with us...

1

We have the **Largest Circulation** of any business magazine in the region. Audited circulation statements show that our circulation is 39% per cent larger than our closest regional competitor.

2

We have the **Most Influential Audience** of business readers in the region. Through our selective distribution, your advertising message is guaranteed maximum exposure to Atlantic Canada's business community, both in the office and on the road.

3

We are a **Highly Cost-effective** advertising medium. We'll deliver your marketing message in 37,000 magazines, reaching an estimated 240,000 readers in the first 30 days of publication.

4

We have the **Fastest-growing Business Readership** in Atlantic Canada. By-request subscriptions grew 37% in 2009.

5

We are a **Leader In Environmentally-friendly Publishing**. Our printer is Forestry Stewardship Council certified, and we use only recycled papers and ink.

6

We are Atlantic Canada's **Longest-publishing Regional Business Magazine**. *Atlantic Business Magazine* celebrated 20 years of publishing excellence in 2009. *Natural Resources Magazine* is now entering its 12th year of publication.

7

We are the **Most Award-winning Business Magazine** in Atlantic Canada. Over the past five years, we have won 11 Atlantic Journalism Awards, three TABBIE international business press awards and two KRW national business press awards.