

Do you want to reach 'high value' consumers? Magazine readers are better educated, have higher purchasing power and watch less TV – they deliver the hardest to reach and most influential of opinion leaders.

Source: Mags Canada



## January/February

**Theme: Atlantic Canada's Top Employers, exclusive to Atlantic Business Magazine**

- winner profiles
- HR as competitive advantage
- what makes a top employer?

**Special Report:** New Brunswick

**Information Supplement:** Real Estate

## March/April

**Theme: Sales and marketing**

- building your network
- effective promotional strategies
- closing the deal

**Special Report:** Prince Edward Island

**Natural Resources Magazine** (distributed in 37,000 copies of Atlantic Business Magazine plus OTC 2012, Global Petroleum Show and Atlantic Canada Petroleum Show)

## May/June

**Theme: Top 50 CEO Awards**

- CEO profiles
- Statistical analysis
- CEO of the Year

## July/August

**Theme: Young entrepreneurs**

- managing growth
- attracting investment
- finding the right business advisors

**Information Supplement:** Top 50 CEO Hall of Fame review

**Natural Resources Magazine** (distributed in 37,000 copies of Atlantic Business Magazine plus Offshore Europe and CORE'12)

## September/October

**Theme: Annual salute to small business**

- economic contribution
- how-to for start-ups
- supply chain management

**Special Report:** Newfoundland & Labrador

**Information Supplement:** Meetings & Conventions

## November/December

**Theme: Corporate social responsibility awards**

- sustainability
- human resources
- philanthropy/community outreach

**Special Report:** Nova Scotia

**Information Supplement:** Education

**Natural Resources Magazine** (distributed in 37,000 copies of Atlantic Business Magazine plus select mining conferences and trade shows)