

Magazines are the most flexible advertising medium. They provide opportunities for inserts, supplements, advertorials and a variety of size and positioning options to meet any advertiser's specific creative needs.



Our readers are smart, upwardly-mobile young professionals with management authority and purchasing power.



Universal Appeal

we draw a significant measure of readers from both sides of the gender spectrum.

- 64% Male
- 36% Female

Industry Leaders

79% of our readers are in management positions.

- 40% Owner/executive management
- 21% Operations management
- 18% Senior management
- 11% Marketing or purchasing
- 6% Communications
- 4% Other

Young Audience

half of our readers are under 40.

- 20% under 30
- 29% 31 to 40
- 29% 41 to 50
- 17% 51 to 60
- 4% 61 to 70
- 1% 70+

Global Traders

42% of our readers do business internationally.

- 42% Import/export
- 8% Domestic operations only

Purchasing Power

53% of our readers control annual budgets of more than \$100,000 and 32% control more than \$500,000 in corporate spending annually.

- 47% budgets of less than \$100,000
- 21% \$100,001 to \$500,000
- 9% \$500,001 to \$1,000,000
- 12% \$1,000,001 to \$5,000,000
- 11% \$5,000,000+

Industrial Diversity

because we are dedicating to covering all aspects of the Atlantic Canada business scene, we appeal to readers across a broad range of industries.

Readers by industrial sector

- 13% Business services
- 9% Communications
- 8% Public service
- 7% Education
- 7% Finance/insurance
- 7% Technology
- 7% Wholesale/retail trade
- 6% Manufacturing
- 4% Construction
- 4% Health/biotechnology
- 4% Real estate
- 3% Travel/tourism
- 3% Oil & gas/energy
- 3% Transportation
- 2% Accounting
- 2% Forestry
- 1% Industry associations
- 1% Legal
- 1% Mining
- 1% Utilities
- 3% Other

Readers by company size

- 55% 1 to 25 employees
- 26% 26 to 500 employees
- 19% 500+ employees

Readers across Atlantic Canada

- 46% Nova Scotia
- 29% New Brunswick
- 19% Newfoundland & Labrador
- 6% Prince Edward Island



The above information was collected from an inhouse readership survey of 2,471 by-request subscribers, audited circulation data (32,389 readers) and publisher's own data. Research updated September 2011.