

ATLANTIC BUSINESS

Atlantic Canada's Leading Business Magazine

Atlantic Business Magazine Launches "The Great Ad Experiment"

(January, 2010, St. John's, NL) Rather than just talk up the power of print, Atlantic Business Magazine has launched "The Great Ad Experiment" to remind readers and advertisers of just how mind-blowing great print advertising can be.

Starting now, and continuing until the end of February 2010, Atlantic Business Magazine clients (having booked a minimum of three ads between 2009 and 2010) will be invited to explain why they believe in magazine advertising.

The advertiser who provides the most compelling answer will be chosen to receive the dedicated creative attention of six Atlantic Canadian advertising agencies. Each of those agencies, who will be identified in our March issue, will prepare a complementary magazine/online ad campaign for the winning client.

The respective campaigns will be judged by a panel comprised of the campaign's intended target audience. The campaign chosen by the judges will be featured – free of charge - in three issues of Atlantic Business Magazine (one page each in our May, July & September issues), with the web campaign running concurrently on our website. To close the circle, we'll end the contest by measuring and publishing the results of the campaign.

The catch behind this approximately \$165,000 prize?

For clients, it means having the courage to expose your brand and your product to creative interpretation. For Atlantic Business Magazine and the agencies involved, it's about putting our reputations on the line and proving that creative print advertising, in the right publication, can and will deliver results.

About Atlantic Business Magazine

Founded in 1989, Atlantic Business Magazine is an independently owned, bi-monthly glossy publication that covers all areas of business within the four Atlantic provinces. As the region's highest circulation business magazine, we publish a minimum of 37,000 copies per issue.

For more information:

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