

BUSINESS VOICE

HALIFAX'S BUSINESS MAGAZINE



CONNECTING BUSINESS TO BUSINESSES

The
ChronicleHerald

Welcome to the NEW Business Voice

Business Voice is the flagship publication of the Halifax Chamber of Commerce, with current stories about members, issues affecting the business community and updates on the Chamber's activities.

In Partnership with The Chronicle Herald, we have the opportunity to expand your message beyond the pages of Atlantic Canada's most trusted news source. Now with each advertisement purchased in Business Voice, your investment comes included with additional monthly exposure in Business Voice's new monthly section in The Chronicle Herald and a presence in the more prominently displayed Business Voice digital flip book on TheChronicleHerald.ca.

The Halifax Chamber of Commerce, your local voice for business, representing 1,600 member businesses and 65,000 employees, are pleased to bring this opportunity to your advertising needs.

Business Voice Magazine

- Published 10 times annually with a print run of 4000 copies.
- 3,000 mailed to Chamber members.
- 1000 delivered by mail to other Halifax businesses.

Business Voice Newspaper Section

- Published and inserted into the Metro edition of The Chronicle Herald monthly (the Tuesday, two weeks following the release of the magazine) and exposed to a potential 152,000 weekly readers*.
- Content in the new Business Voice newspaper section will be edited versions of stories from that month's Business Voice plus other additional original content.

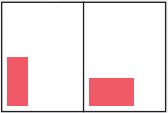
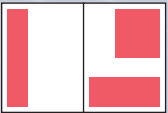
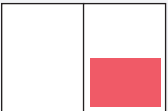
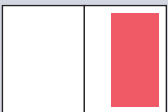


BUSINESS VOICE
is truly a media network with an expanded multimedia platform:

Business Voice Online

- TheChronicleHerald.ca/BusinessVoice will host stories from Business Voice magazine each month and deliver to a potential audience of 261,000 weekly online readers*.
- In addition, a flip book of the Business Voice magazine will be prominently displayed on the TheChronicleHerald.ca/Business.

*CRA 2014

Bundle Rates:

Business Voice Magazine Unit	Business Voice Magazine Dimensions	1X	5X	10X	Online
1/6 Page 	Vertical: 2.25"wX4.87"h Horizontal: 4.75"wX2.37"h	\$665	\$599	\$532	40,000 roadblock impressions 15% discount \$1088
1/3 Page 	Vertical: 2.25"wX9.87"h Horizontal: 7.25"wX3"h Square: 4.75"wX4.87"h	\$1018	\$916	\$814	
1/2 Page 	7.25"wX4.87"h	\$1375	\$1238	\$1100	
2/3 Page 	4.75"wX9.87"h	\$1623	\$1460	\$1298	40,000 roadblock impressions 20% discount \$1024
Full Page 	Ad Size: 8.5"wX11"h Bleed: 9"wX11.5"h Non-bleed Ad Size: 7.25"wX9.87"h	\$1953	\$1757	\$1562	
Inside Covers	Ad Size: 8.5"wX11"h Bleed: 9"wX11.5"h Non-bleed: 7.25"wX9.87"h	\$2585	\$2327	\$2068	40,000 roadblock impressions 30% discount \$896
Outside Back Cover	Ad Size: 8.5"wX11"h Bleed: 9"wX11.5"h	\$2888	\$2599	\$2310	
Double Page Spread 	Ad Size: 17"wX11"h Bleed: 17.5w"X11.5"h	\$3344	\$3010	\$2675	

Print to SEO

Allows your newspaper print ad to be converted into additional exposure on online search engines as each ad is digitized and backed by the power of TheChronicleHerald.ca. A **\$20 Print to SEO charge** will be added and invoiced at the time of your newspaper insertion.

Added Exposure:

Business Insider – is a Monday to Friday evening e-newsletter that contains tomorrow's business headlines. Our premium business content reaches a devoted readership from across the province. Reaching more than 7,000 daily subscribers and with a 32% daily open rate, Business Insider is a unique advertising opportunity that targets a qualified business audience.

TheChronicleHerald.ca/Business – Target your message online to high income professionals and business influencers who visit the site regularly for Nova Scotia business news and take advantage of 1.2 million monthly users (175,000 monthly users of the business section).

The Chronicle Herald print campaign – Align with The Chronicle Herald's daily business section or one of our custom content topics planned for 2018.

Note: Artwork supplied for print in Business Voice magazine can be used across all platforms: magazine, newspaper and all digital components, no need to be supplied multiple times.



2018 Custom Media Feature Schedule

Custom Media content provides an editorial environment that speaks directly to key clients. Plan your advertising calendar around content that makes your message more relevant.

January

- Workplace wellness
- Entrepreneurship

February / Outlook 2018

- Meetings and conventions
- Real Estate

March

- Travel and Tourism
- Construction and development

April

- Beer, wine and spirits
- Financial services

May

- Golfing getaways
- Legal Services

June

- Business Bites
- Human Resource Management

July / August

- Aerospace and defence
- Education

September

- Training and Professional Development
- Office and Workplace Solutions

October

- Small Business Week
- Shipping, distribution and transportation

November

- Sales and marketing
- Holiday gift guide

December

- IT, communication solutions and technology
- Energy and green solutions

Outlook 2018

Each February in our annual Outlook publication, we delve into the critical issues facing our region, including immigration, taxes, workforce skills and education.

We also profile all of the major sectors that drive our region's economy, including construction, tourism, IT and communications.



2018 Booking Dates:

	JAN	Feb/Outlook
Ad Booking:	Nov 25	Dec 29
Material:	Dec 1	Jan 2
Publication Date:	Jan 2	Feb 1
	Mar	Apr
Ad Booking:	Jan 26	Feb 23
Material:	Jan 30	Feb 27
Publication Date:	Mar 1	Apr 1
	May	June
Ad Booking:	Mar 23	Apr 27
Material:	Mar 27	May 1
Publication Date:	May 1	June 1
	Jul/Aug	Sept
Ad Booking:	May 25	Jul 27
Material:	May 29	July 31
Publication Date:	July 1	Sept 1
	Oct	Nov
Ad Booking:	Aug 24	Sept 28
Material:	Aug 28	Oct 2
Publication Date:	Oct 1	Nov 1
	Dec	
Ad Booking:	Oct 26	
Material:	Oct 30	
Publication Date:	Dec 1	

Material Submissions:

Acceptable file format is PDF.

All files must be CMYK, 300 dpi and built to appropriate size. Files must be posted to our FTP site: <http://ftp.herald.ca>.

Production specification inquiries should be directed to

Dave MacNeil: 902.426.2811 ex1071 (dmacneil@herald.ca) or

Darren Saulnier: 902.426.2811 ex1073 (dsaulnier@herald.ca)

For info or to reserve space, contact:

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