

BUSINESS VOICE

HALIFAX'S BUSINESS MAGAZINE

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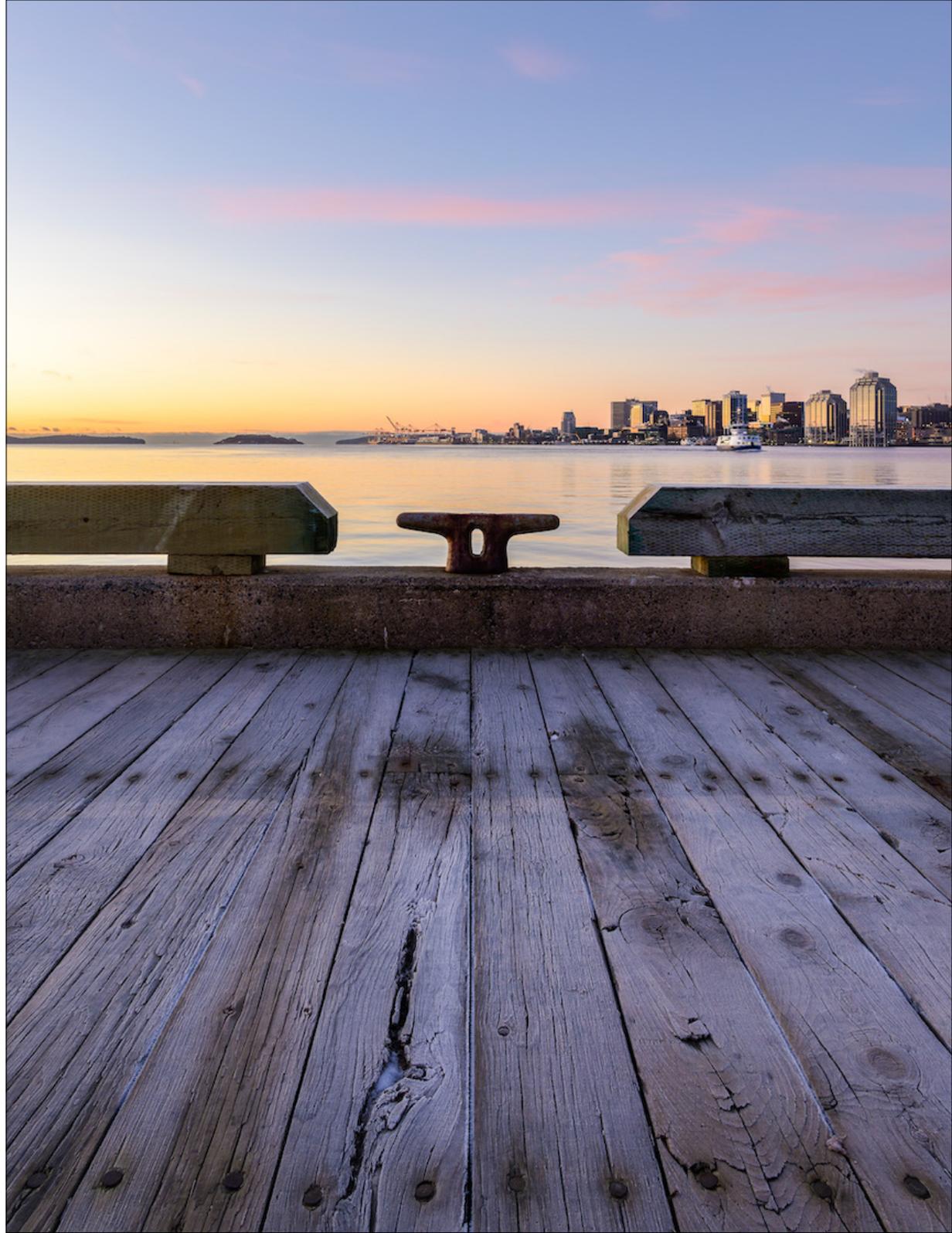
THE VOICE of BUSINESS

BVmission

Giving a **VOICE** to the **business** **community**

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

Digitally published every month, it is the main communication vehicle for members. From information and updates on all areas of the Chamber's work to spotlighting our local business community and telling their incredible stories, Business Voice creates priceless exposure value.

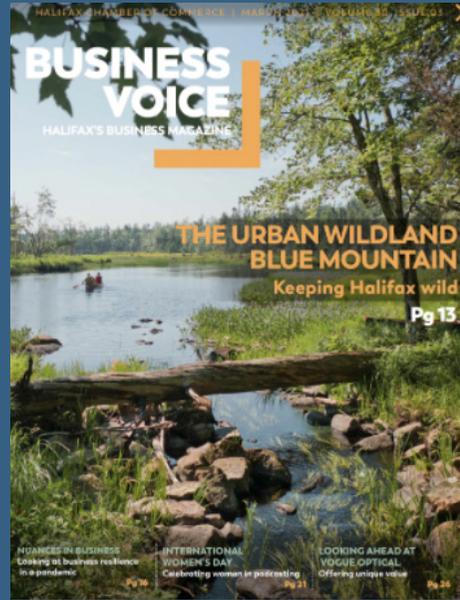


EDITORIAL calendar

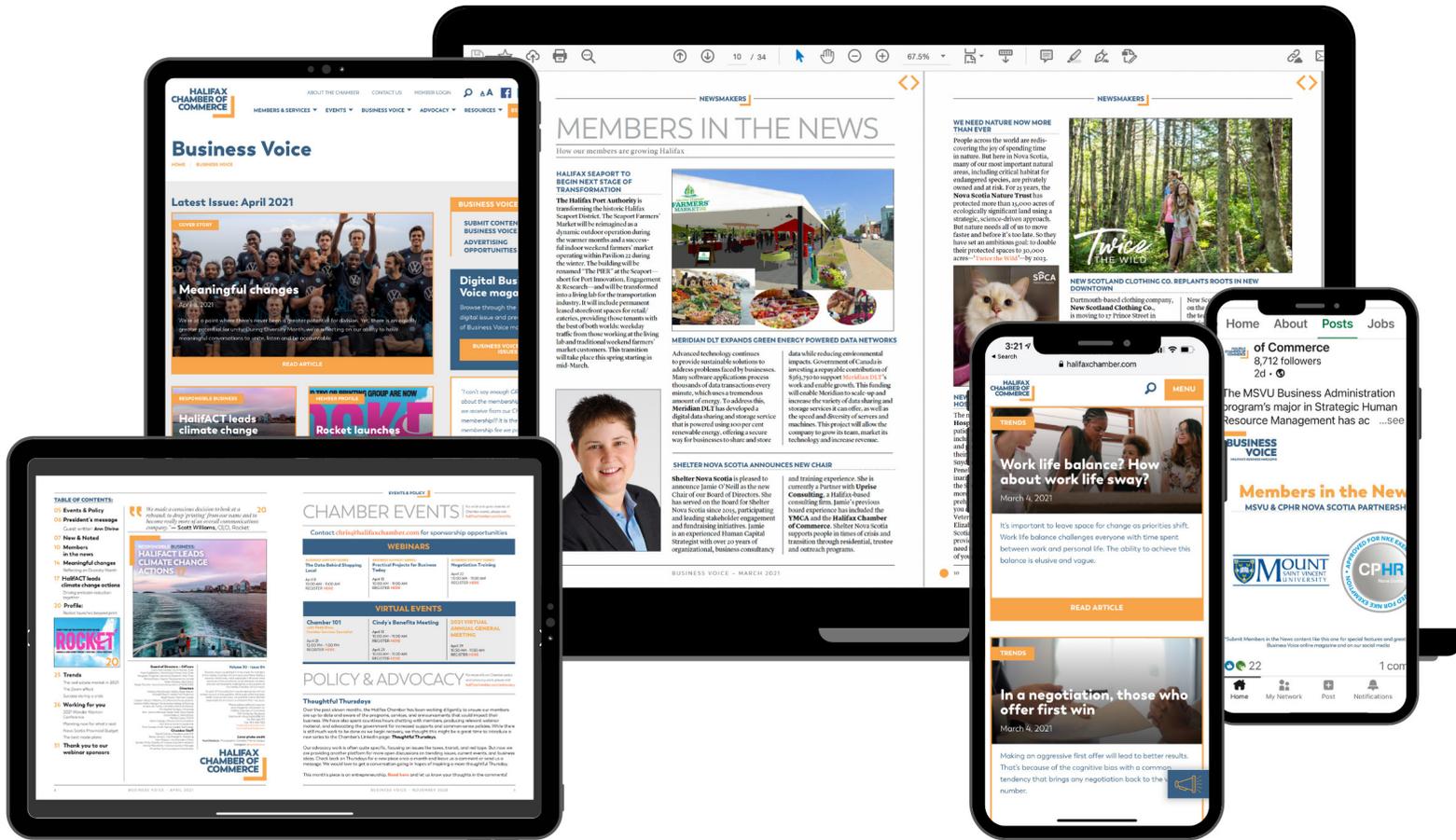


THEMES INCLUDE:

IMMIGRATION
EDUCATION
RETENTION
ECONOMIC GROWTH
REAL ESTATE TRENDS
DIVERSITY & INCLUSION
HR



DIGITAL platforms



5,000+ READERS

60% are Nova Scotian
19.6% open rate

65% read BV on their desktop

BV Online
30K+ VISITS

BULLETIN
5.4K+ SUBSCRIBERS

SOCIAL MEDIA
30.9K+ FOLLOWERS

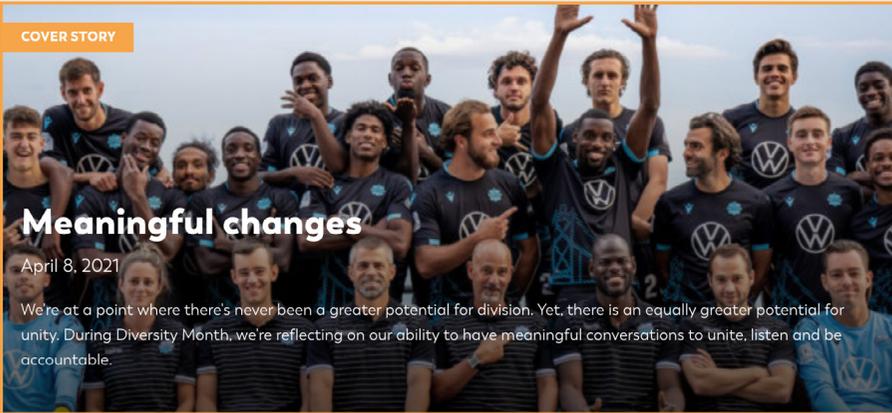
BV online

READ BUSINESS VOICE MAGAZINE ONLINE:

[HALIFAXCHAMBER.COM/BUSINESS-VOICE](https://halifaxchamber.com/business-voice)

Latest Issue: April 2021

COVER STORY



Meaningful changes

April 8, 2021

We're at a point where there's never been a greater potential for division. Yet, there is an equally greater potential for unity. During Diversity Month, we're reflecting on our ability to have meaningful conversations to unite, listen and be accountable.

[READ ARTICLE](#)

RESPONSIBLE BUSINESS



HalifACT leads climate change actions

April 8, 2021

HalifACT, one of the most ambitious climate plans in Canada, has sprung into action. Developed to drive emission reduction together as a community, the plan focuses on the low-carbon future we need.

[READ ARTICLE](#)

IT AND TALENT PRINTING GROUP ARE NOW MEMBER PROFILE



Rocket launches beyond print

April 8, 2021

Rocket has stepped away from being strictly print by taking off into communications and digital marketing. With the acquisition of another print shop, the Rocket team is now twice as able to serve their clients' needs from two prime locations.

[READ ARTICLE](#)

BV newsletter

SUBSCRIBE TO OUR MONTHLY E-NEWSLETTER TO RECEIVE BUSINESS VOICE'S SPECIAL BULLETIN

MEMBERS IN THE NEWS



Do you have an exciting announcement to share with the Halifax business community? A new partnership? [Submit](#) Members in the News to Business Voice and tell your story, like these ones:

SPOTLIGHT

Nuances in business

Looking at business resilience in a pandemic

Business Voice interviewed four of the many cream-of-the-crop establishments, who represent the current nuances of doing business.



"We have absolutely loved being able to create Canada's only mouth blown, hand-cut crystal and we feel incredibly privileged to have been able to do this for and with those who share our love of this art and craft." — Anne Campbell, Owner, [NovaScotian Crystal](#)

"People are of course very cautious about coming back out with the different variants of COVID-19 at the moment, but we have a 7,300 square foot restaurant, which is great for social



FOLLOW US ON SOCIAL MEDIA



DIVERSE, INCLUSIVE & EQUITABLE

Every month, BV editorial staff ensures a minimum of one story and/or one member submission features businesses and individuals from underrepresented groups. Cover stories strive to reflect the vibrant and diverse communities in our city.

Through a year-long planned content calendar, we note upcoming community events, celebrations and holidays to offer additional promotion on our channels.

ENSURING 15% OF
BUSINESS VOICE
CONTENT REFLECTS
DIVERSITY IN OUR
COMMUNITY

WORKING FOR YOU

Leading the way

Towards economic prosperity for African Nova Scotians **Contributed by Halifax Partnership**

IRVINE CARVERY & DOLLY WILLIAMS
CO-CHAIRS OF THE
AFRICAN NOVA SCOTIAN
(ANS) ROAD TO ECONOMIC
PROSPERITY ADVISORY
COMMITTEE



**African Nova Scotian
Road to
Economic
Prosperity**

The committee is leading the development and implementation of the *Business Prosperity Plan*, an ANS strategy to lead and stimulate the economic growth and prosperity of Halifax Partnership and ANS.

Economic development for the African Nova Scotian (ANS) community matters for all of Halifax and Nova Scotia. While Halifax has demonstrated strong and consistent economic growth over the past 10 years, African Nova Scotians in our city and province have not equally benefited, and our communities are vulnerable to economic challenges by growing and decreasing capacity.

Over the years, there has been government and private sector support for economic development in various ways. But there has been a need to establish a more strategic and well-implemented economic development program for African Nova Scotians. This is why the

Without economic progress, a group will perish. What we are successful, we will have achieved economic and cultural objectives and improve our quality of life. It is our goal to be a community.

We are a world-class program. It is our goal to ensure that the diversity and productivity that we have in our community is a competitive advantage.

There is a lot of work to be done.

Halifax Chamber of Commerce | APRIL 2021 | VOLUME 30 | ISSUE 04

SPECIAL FEATURE

IWD: Women in podcasting

Celebrating through conversations and new connections **By Mina Atia**

International Women's Day (IWD) falls on the eighth day of March, when we also celebrate Women's History Month. It's a day dedicated to celebrating and honouring the trailblazers and those continuing the fight for equality. These ambitious women pave the way for a new generation of leaders. Spanning across industries, disciplines and passions, they inspire us and challenge us to reflect on women's experiences across the globe.

While radio and TV were male dominated for decades, we have ushered in a new era of podcasts where women's voices are being amplified. Growing in popularity in most places, Halifax boasts its own tight-knit podcast community.

In celebration of IWD, three women in that community are hosting a special episode together. Titled 'The Power of Our Voices—Empowering Female Podcasters', it acknowledges women in podcasting under the theme of 'Women in Leadership: Achieving an equal future in a COVID-19 world.'

Business Voice got in touch with them about their podcasts. They are uplifting, educational and provide a platform for unheard voices to tell stories, share lived-in experiences, start conversations and make life-long connections.

Martina Kelades of Life out Loud, Sarah Murphy and Ashley Kielbratowski of Hater are all entrepreneurs with growing and thriving businesses. Craving a creative outlet to stretch their skills and develop, they started their own podcasts while holding full-time jobs. The podcasts allowed them to become creators who share wisdom and bring on new voices to help encourage, inspire and empower others.

Women take on podcasting

"Sarah and I were both interested in doing something that didn't carry the same stress or responsibility as our work did," says Kielbratowski, Co-Creator and Co-Host of Rival & Queen Podcast.

Ashley Kielbratowski (FAR RIGHT) is Co-Creator and Co-Host of Rival & Queen Podcast and Co-Founder & CEO of Hater, a software company in Halifax.



"This was a way for us to connect further with others who are doing exciting things and inspiring us."
— Ashley Kielbratowski, Co-Creator and Co-Host, Rival & Queen Podcast

"We wanted a space where we could just be ourselves and create whatever we wanted."

Every Thursday, the lifestyle podcasters' mission is to elevate lives in many ways. The cohorts discover new topics, delve in deeper and get inspired by people from all walks of life.

"We love learning about the cool things that people are doing, especially here in Nova Scotia," says Kielbratowski. "This was a way for us to connect further with others who are doing exciting things and inspiring us."

Podcasting has provided so many people in the past decade or so with platforms to find their voice and to share them with their communities. "We all believe there is so much value in lived experiences, and such an opportunity to learn from others,"

BUSINESS VOICE | MARCH 2021

BUSINESS VOICE

HALIFAX'S BUSINESS MAGAZINE



MEANINGFUL CHANGES

Reflecting on Diversity Month **Pg 13**

HALIFAX LEADS CLIMATE CHANGE ACTIONS
Driving emission reduction **Pg 17**

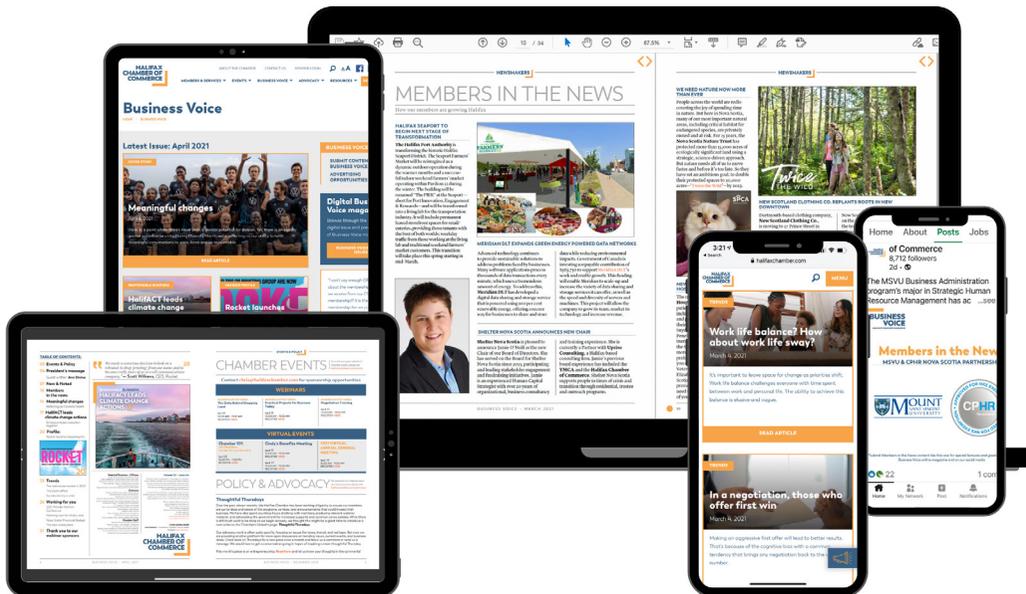
ROCKET LAUNCHES BEYOND PRINT
Taking off into new markets **Pg 20**

THE REAL ESTATE MARKET IN 2021
Becoming a 'bonfire' **Pg 23**

CONTENT submissions

Members in the News

Members in the News is a recurring editorial in Business Voice Magazine that features news from member companies in good standing. Each month you have the opportunity to submit up to 100 words and a photo relating to your company's news. Submit by the 15th of each month to be featured in the issue three weeks out (ex: February 7th for March issue), space permitting.

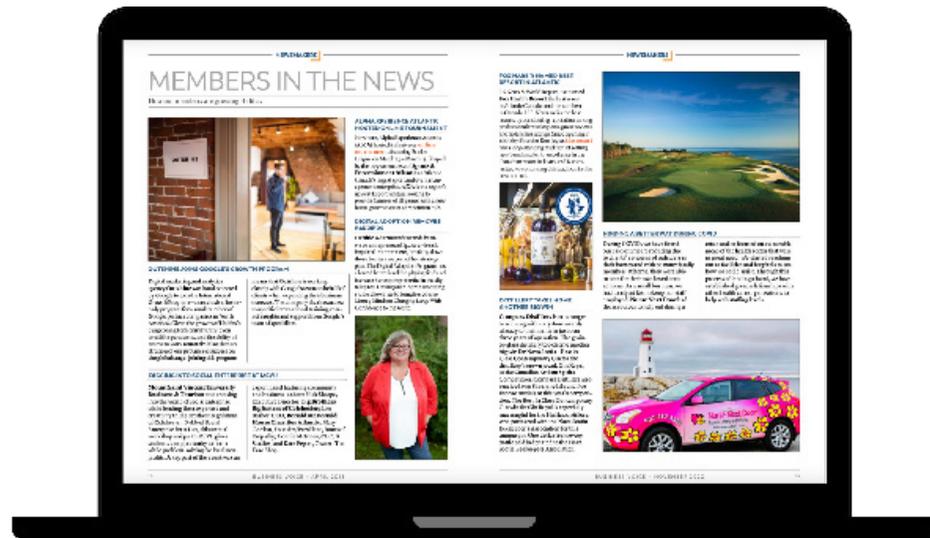


Trends article

Increase your credibility and build your organization's profile by writing about a high-level topic related to your industry. Available for members in good standing. Your article will be published on Business Voice online. Publication in Business Voice magazine is at the editor's discretion and space availability.

[HALIFAXCHAMBER.COM/BUSINESS-VOICE/SUBMIT-CONTENT-TO-BUSINESS-VOICE](https://www.halifaxchamber.com/business-voice/submit-content-to-business-voice)

SUBMISSION guidelines



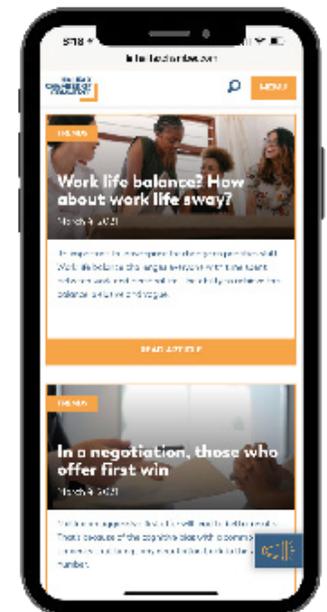
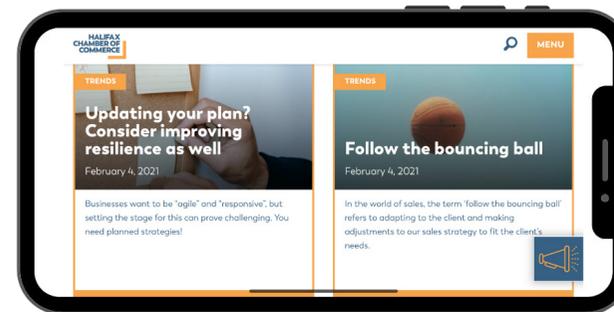
Members in the News

- » We are unable to publish event promotions or sales pitches in this section of the magazine.
- » Text may be edited due to space and style considerations.
- » Photos are not guaranteed to be published.
- » Members not in good standing will not be published.
- » Press releases will not be accepted.

FOR A WRITING GUIDE, CHECK OUT [THIS DOCUMENT](#).

Trends article

- » 500-600 words
- » Write in a conversational and engaging style that does not use acronyms or technical jargon
- » Cannot promote any one business, product or service
- » Avoid references to specific businesses
- » Should share helpful information on a relevant business trend or topic



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**HALIFAX
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