

# BUSINESS VOICE

HALIFAX'S BUSINESS MAGAZINE

## MEDIA KIT 2025

For over 100 years, Business Voice magazine has been the main communication vehicle for members of the Halifax Chamber of Commerce. The magazine promotes the Halifax business community, keeps our members informed, and is distributed in print and online—reaching tens of thousands of readers across Halifax and beyond.

### Why choose Business Voice?

#### Make an impression.

Connect with our membership of **1,950+** businesses across Nova Scotia.

#### Celebrate diversity.

We ensure **20%** of every issue reflects the diversity of our vibrant community.

#### Support local.

Over **80%** of our members represent small businesses.

#### Join the conversation.

Delivered to the desks of top CEOs, political leaders, and changemakers in Halifax.

### Our audience

- **30,000+** print readers per issue.
- **50,000+** digital magazine impressions per issue.
- Shipped directly to **4,000+** members of the Halifax Chamber community.
- Shared with our **35,000+** social media followers.
- Delivered to our **6,100+** e-bulletin subscribers.
- Dropped at **150+** prime locations across Halifax.
- Showcases **50+** local businesses per issue.

### 2025 Publication Schedule

Business Voice is published in print and online on the first Friday of every month. Please note that issue themes and publication schedules are subject to change.

#### January

Content Due: November 15  
Theme: Halifax Business Awards

#### February/March

Content Due: December 15  
Theme: Economic Outlook

#### April

Content Due: February 15  
Theme: Health and Wellness

#### May/June

Content Due: March 15  
Theme: Governance

#### July/August

Content Due: May 15  
Theme: Hospitality and Tourism

#### September

Content Due: July 15  
Theme: Sustainability

#### October

Content Due: August 15  
Theme: Small Business Month


#### November/December

Content Due: September 15  
Theme: Labour, Skills and Immigration



## PRICING AND GUIDELINES 2025

All prices exclude HST and are flexible based on your budget. All images should be submitted in print quality PDF or PNG files. Not-for-profit organizations receive a 25% discount. The Halifax Chamber reserves the right to decline any ad that is a conflict of interest. We are happy to customize a partnership package that meets your organizational needs. Contact us to get the conversation started!

<div style="border: 2px solid #004a7c; padding: 10px; text-align: center;"> <b>8.5" x 11"</b> with 0.25" bleed                 </div>	<b>Back Cover</b>	QTY: Includes <b>free</b> banner in e-newsletter.		<b>Inside Cover</b>	QTY: Includes <b>free</b> banner in e-newsletter.		<b>Regular Full Page</b>	QTY:	
	1	\$2500		1	\$2000		1	\$1800	
	2	\$4250	SAVE 15%	2	\$3400	SAVE 15%	2	\$3060	SAVE 15%
	3	\$6000	SAVE 20%	3	\$4800	SAVE 20%	3	\$4320	SAVE 20%
	4	\$7500	SAVE 25%	4	\$6000	SAVE 25%	4	\$5400	SAVE 25%
<div style="border: 2px solid #f4a460; padding: 10px; text-align: center;"> <b>7.25" x 4.75"</b> </div>	<b>Half Page</b>	QTY:		<b>Sponsored Content</b>	QTY:		Sponsored Content articles let you dive deeper into your business story while also promoting current offers, news, events, or programs. Please note that space for Sponsored Content articles is limited; we only accept a maximum of two per issue. Sponsored Content articles are published in print and online. We will do our best to meet your design and content needs. Typical specifications are 500 words with a half page ad / image or 600 words with a quarter page ad / image.		
	1	\$950		1	\$1500				
	2	\$1615	SAVE 15%	2	\$2550	SAVE 15%			
	3	\$2280	SAVE 20%	3	\$3600	SAVE 20%			
4	\$2850	SAVE 25%	4	\$4500	SAVE 25%				
<div style="border: 2px solid #27ae60; padding: 10px; text-align: center;"> <b>7.25" x 3"</b> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 2px solid #27ae60; padding: 5px; text-align: center;"> <b>2.25" x 8"</b> </div> <div style="border: 2px solid #27ae60; padding: 5px; text-align: center;"> <b>4.75" x 4.75"</b> </div> </div>	<b>Quarter Page</b>	QTY:							
	1	\$750							
	2	\$1275	SAVE 15%						
	3	\$1800	SAVE 20%						
4	\$2250	SAVE 25%							
<div style="border: 2px solid #808080; padding: 10px; text-align: center;"> <b>1200 x 400 pixels</b> </div>	<b>E-Newsletter Banner</b>	QTY:		<b>NEW!</b> <b>Design Services</b> Our team can work with you to create eye-catching designs for print and digital use. Designs are subject to your approval, and the files are yours to keep. Fees for these services are set on a case-by-case basis.					
	1	\$400							
	2	\$680	SAVE 15%						
	3	\$960	SAVE 20%						
	4	\$1200	SAVE 25%						