





WELCOME TO THE NEW CB

A destination for savvy executives and entrepreneurs seeking advice, insights, inspiration and networking opportunities

Canadian Business is a progressive media brand for executives and entrepreneurs who want to do business better. It was founded in 1928 to cover the people, companies and ideas shaping the economy in Canada, and today it is a valued resource for advice, insights, inspiration and networking opportunities, keeping pace with the rapidly shifting business landscape in this country.

In October 2021, *CB* relaunched its print and digital platforms to reflect the new values, inclusive approaches and entrepreneurial spirit that is changing this country for the better. Our *CB* Leadership Circle and membership programs provide a network for those like-minded leaders who understand the complexities of the business landscape and are driven by a passion to innovate and improve the lives of others.

SJC

EDITOR'S MESSAGE



We're challenging the status quo and removing the traditional gatekeeping barriers to make business journalism accessible and inspiring to everyone. From scrappy startup founders to big-bank executives, the new *CB* is for everyone who wants to do business better.

— Charlotte Herrold,
Editor-in-Chief



OUR AUDIENCE



238,753

Print + digital reach

45,000

Circulation

150K+

Social followers

18.7K

Email subscribers

193K+

Total digital reach

47%

Female

53%

Male

25-44

Age of majority of readers





AFFINITIES



Compared to the average Canadian adult, CB readers are...

22%

more likely to be a university grad

48%

more likely to have an HHI of \$200,000+

53%

more likely to be entrepreneurs with < 50 employees

2X

2x more likely to hold a C-suite position

70%

70% more likely to be BIPOC

88%

more likely to have an influence on business purchases of \$100,000+

36%

more likely to be early adopters of new tech

45%

more likely to be MOPES (Managers, Owners, Professionals and Executives)



CB readers strongly agree...

I am an optimist

26% more likely

I prefer to work as part of a team

37% more likely

I have a keen sense of adventure

35% more likely

I want to get to the very top in my career

72% more likely

I would like to start my own business

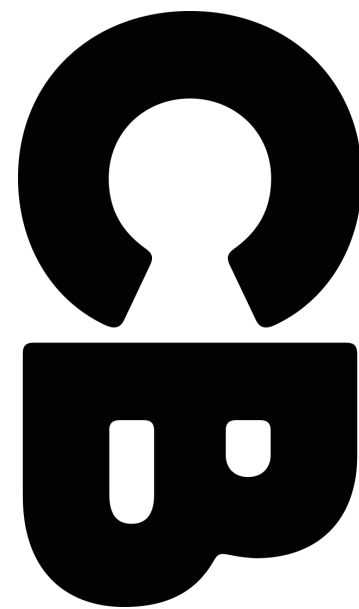
40% more likely

Style and design are as important as quality

58% more likely

I really enjoy shopping

32% more likely



2023 EDITORIAL CALENDAR



Winter | The Rise of Virtual Health Care

- Private start-ups are filling the gaps in Canada's health-care system
- The new reality of cross-border remote work
- How psychedelics went mainstream

Ad close: January 13 | **Impact date:** February 9

Spring | The New Green Travel

- The race to build Canada's hyperloop train network
- The evolution of food-industry robotics
- How to design a modern internship program

Ad close: March 10 | **Impact date:** April 6

Summer | 2nd Annual Innovation Awards

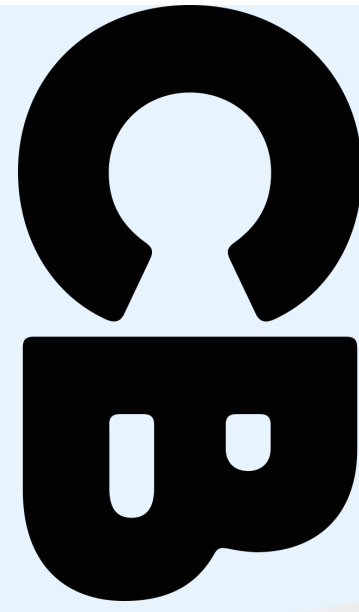
- 50 companies making Canada a better place to work and live
- Behind the \$1.3B collapse of Bridging Finance
- How businesses can curb attrition

Ad close: June 9 | **Impact date:** July 6

Fall | The Rebirth of the Retail Industry

- Canada's top retailers, ranked
- The big trends that will define the next year in business
- What leaders need to know about supporting neurodiverse employees

Ad close: September 8 | **Impact date:** October 5



IN EVERY ISSUE

THE BRIEF

Focused on innovative ideas and people, The Brief is where you'll find the news and trends defining the zeitgeist.

DESIGN

This highly visual section includes a shoppable selection of can't-live-without items that make everything easier, a spotlight on an of-the-moment designer and an inside look at a cutting-edge workspace.

FEATURES

Every issue includes timely and insightful in-depth longreads and a multi-spread feature package.

STRATEGIES

A series of how-tos of brilliant ideas for the workplace, told through a mix of case studies, expert advice and step-by-step listicles.





Ways to partner: CB Insider



CB Insider

Connect with the leaders powering the country's most innovative businesses

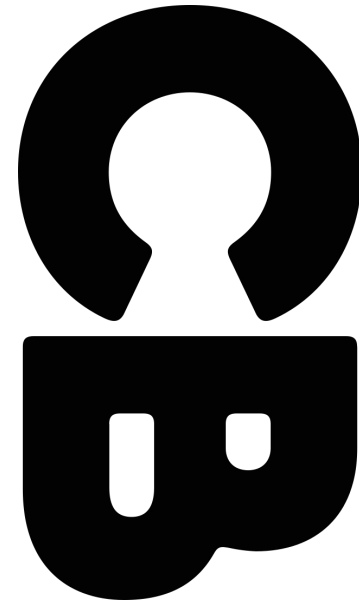
Membership price: \$2,500 for the year

CB Insider membership benefits:

- Discounted tickets to CB Insider Signature Events
- Invitations to networking nights and thought-leadership salons
- Opportunities for your executives to participate as experts in CB Masterclasses and Fireside Chats
- 50% discount on display advertising and custom content in *Canadian Business*

Some of our founding members:





Ways to partner: digital

DISPLAY ADS

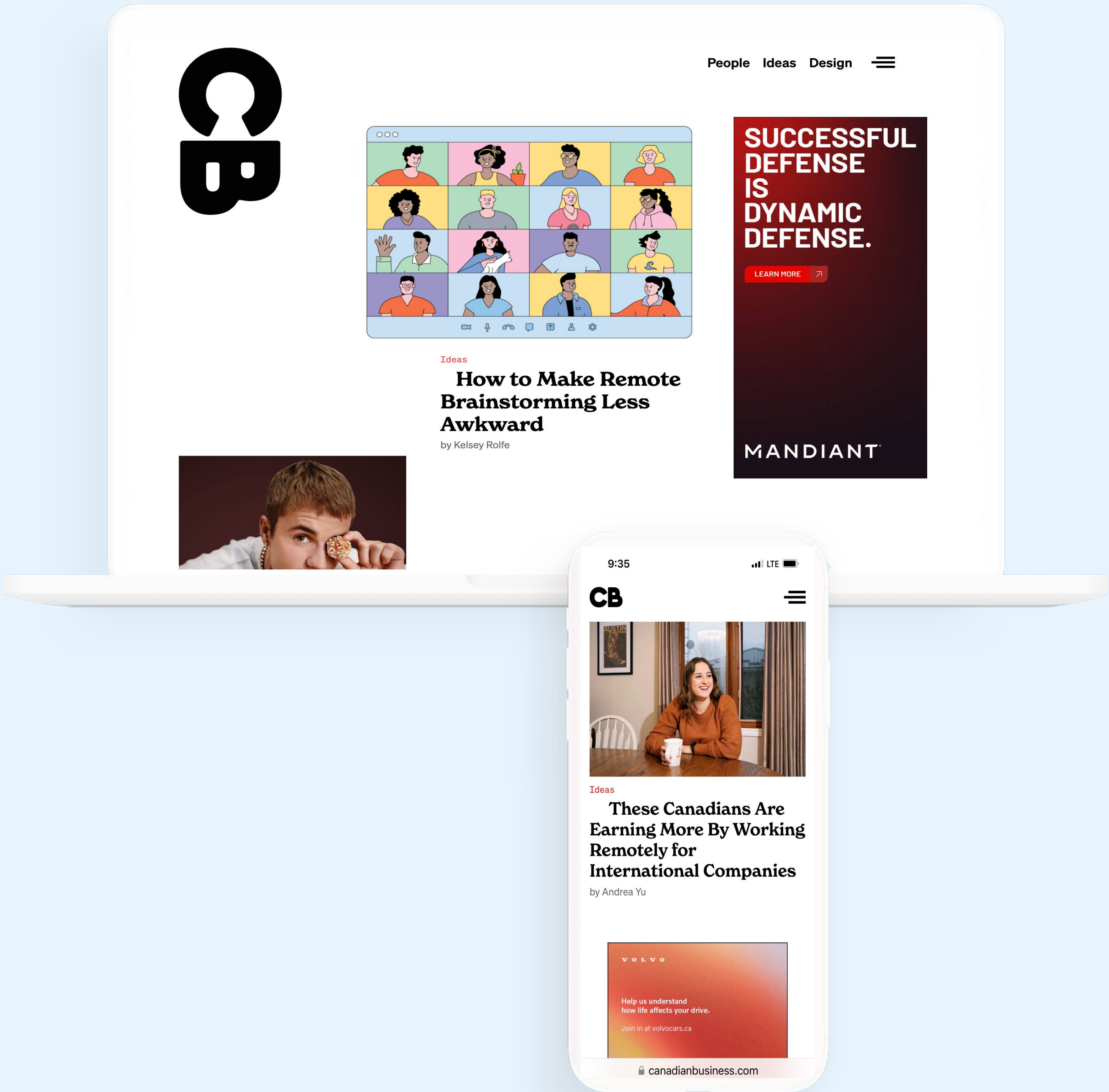
Standard Display: \$25 - \$30/CPM (NET)
Video: \$40/CPM (NET)

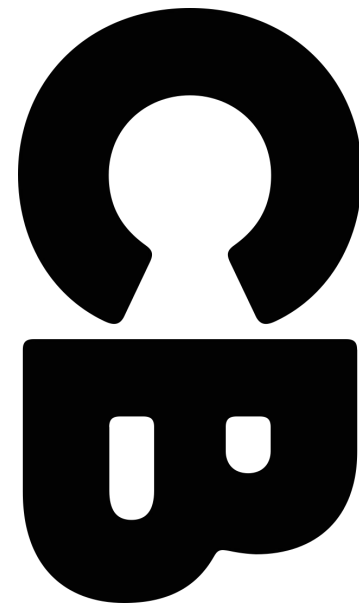
We offer a variety of premium advertising placements across canadianbusiness.com.

HOMEPAGE TAKEOVER + POE

Starting at: \$1,000/Day (NET)

Looking for maximum impact? This opportunity offers advertisers 100% share of voice on the homepage and most other points-of-entry (POE).



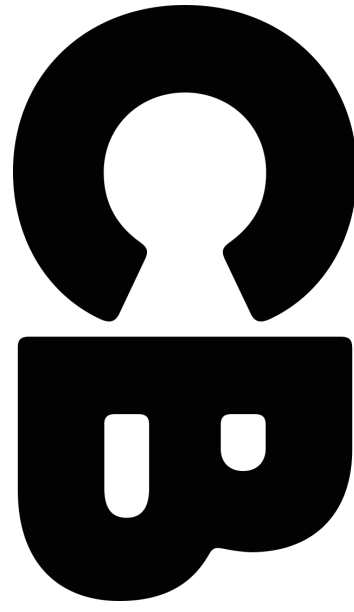


Ways to partner: print

RATES (NET)

FREQ. DISC.	FULL PAGE	DPS	OBC	IBC	IFC SPREAD
1X	\$14,000	\$24,500	\$17,500	\$15,400	\$32,155
3X	\$10,500	\$18,375	-	-	-





Ways to partner: branded content

Storytelling is what we do, and we'd love to help tell your brand's story. Our iconic media brands craft stories that resonate with Canadians, and our branded content, Patron Studio, will lend that same editorial expertise to creating content that elevates your brand.

INTEGRATED EDITORIAL

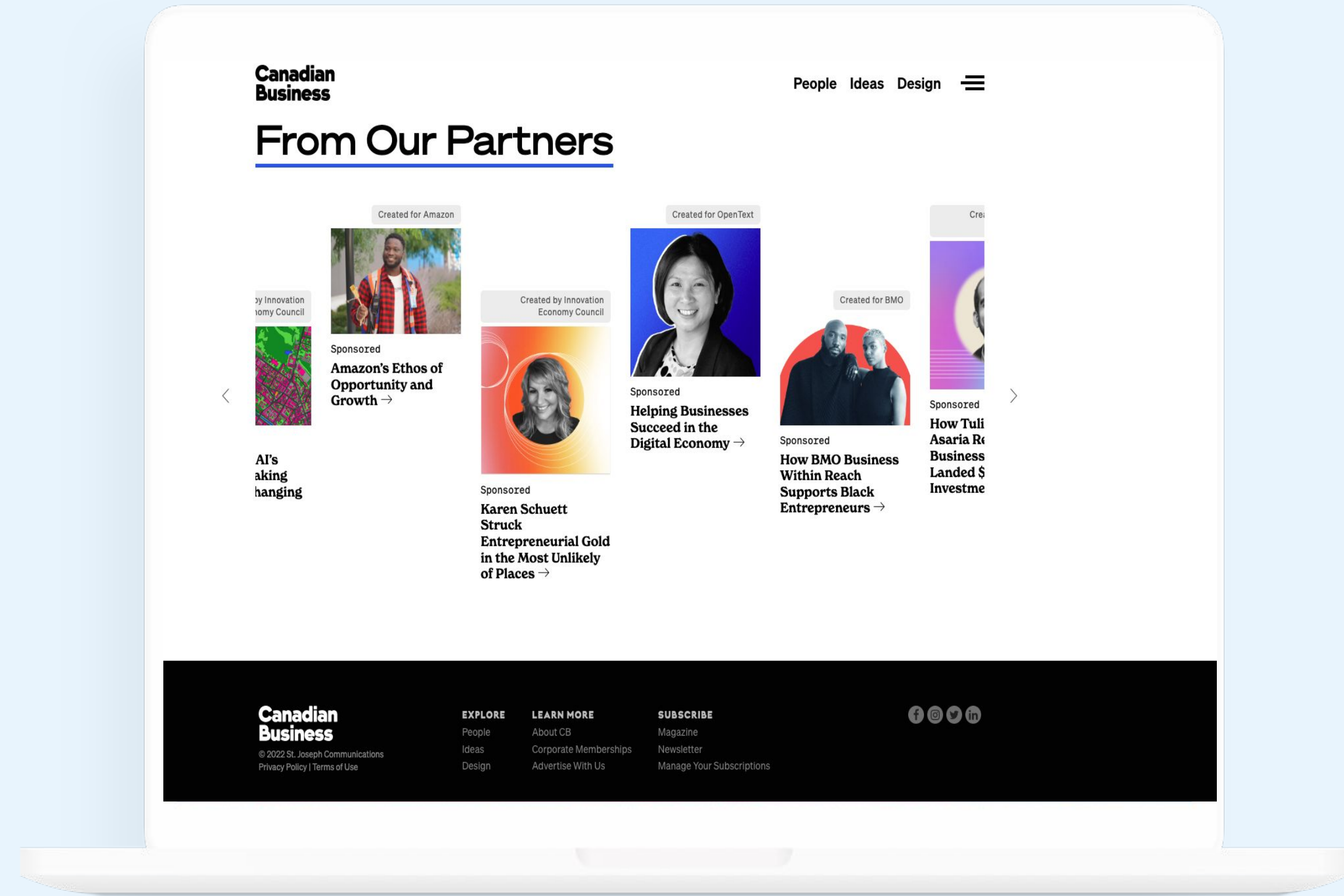
Best for advertisers looking for editorial recommendations on how to most effectively and authentically integrate into our content.

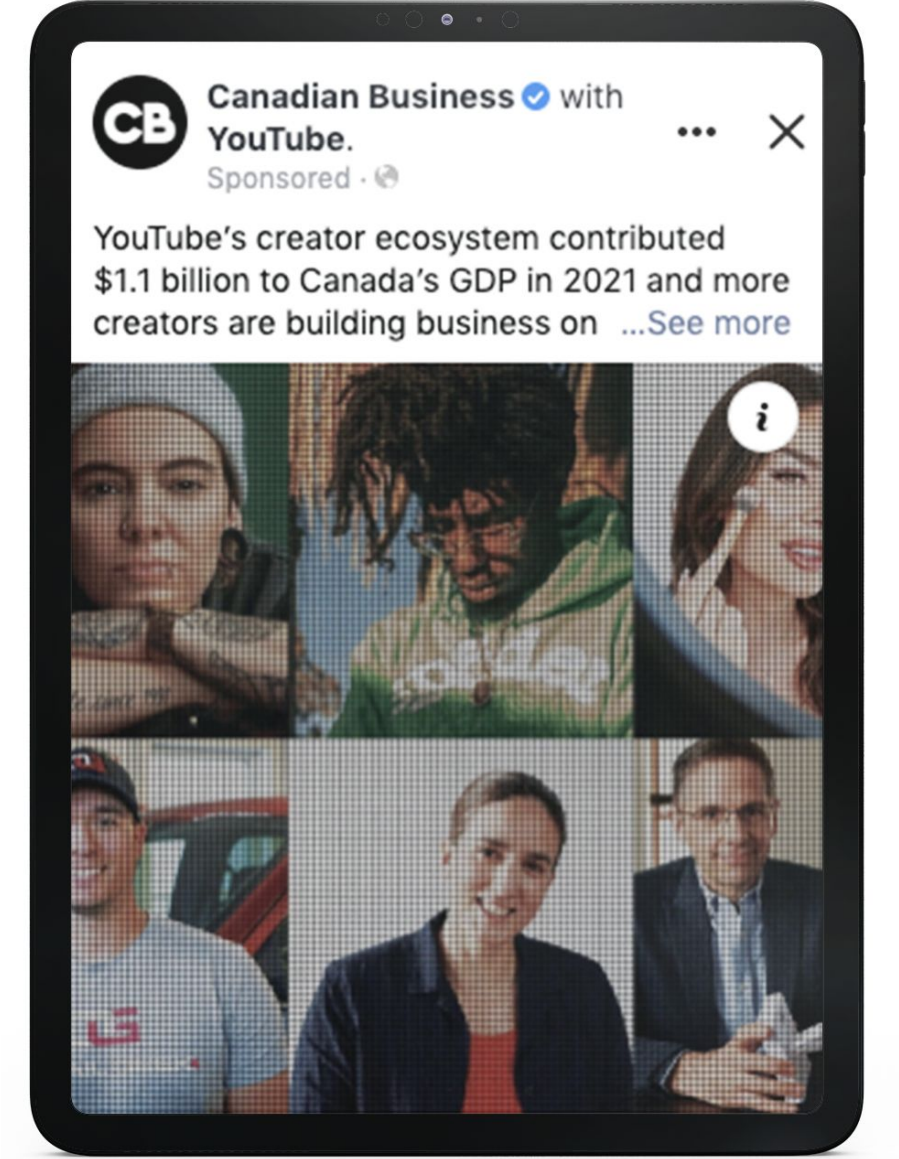
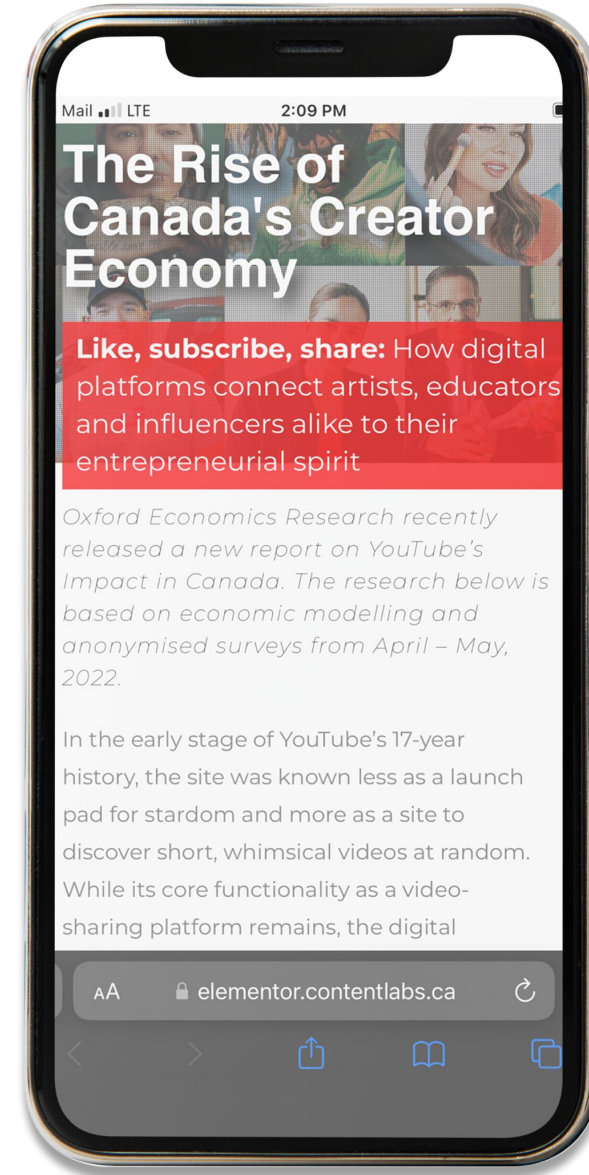
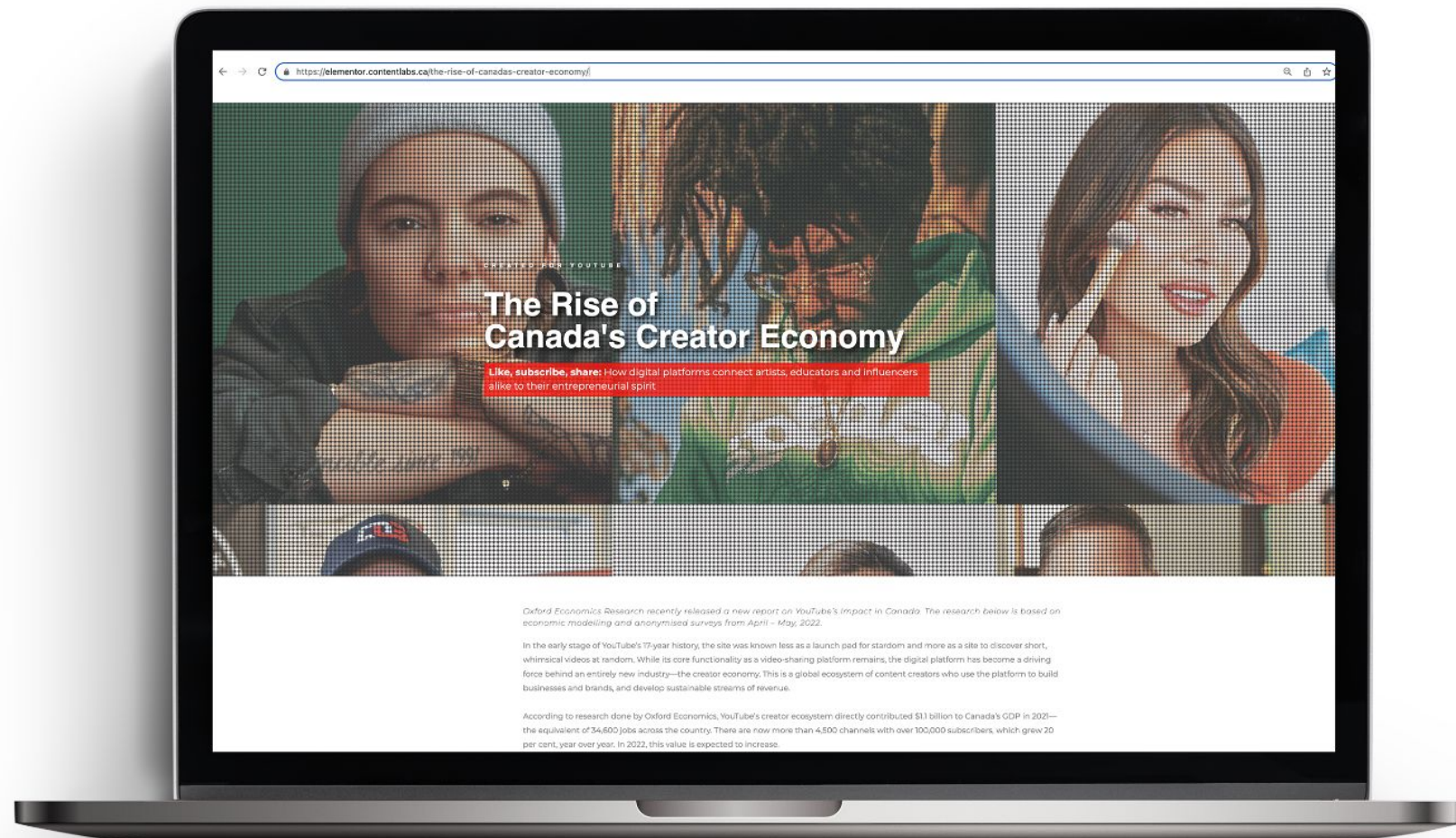
The voice, look and feel of the content will match the brand's style.

SPONSOR CUSTOM CONTENT

Best for marketers with a specific message or theme in mind, with less flexibility to align with editorial recommendations.

The voice, look and feel of the content itself will differ from the brand's style.





Branded content case study

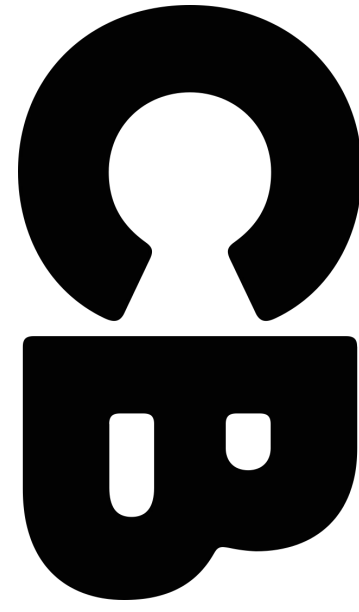
3.5x
PV BENCHMARK

2M+
SOCIAL IMPRESSIONS

4:40
AVG PV DURATION



Every year, YouTube Canada releases the YouTube Impact Report, which aims to educate Canadians on how the platform tangibly contributes to the success of Canadian creators and supports entrepreneurs through its Creator Ecosystem. To bring the results of the report to life, *Canadian Business* profiled six Canadian creators to spotlight their journey on the platform, exploring how YouTube has helped them grow their personal brand/business. The content lived in print, digital and social, with premium custom executions for each.



Ways to partner: Thought leadership



Leadership Circle

Our C-Suite Leader-In-Residence program is a platform for executives to connect and discuss the evolution of corporate leadership and business innovation in Canada.

CB's Leader-in-Residence series features key partner stakeholders in monthly virtual or live fireside chats and thought-leadership panels.

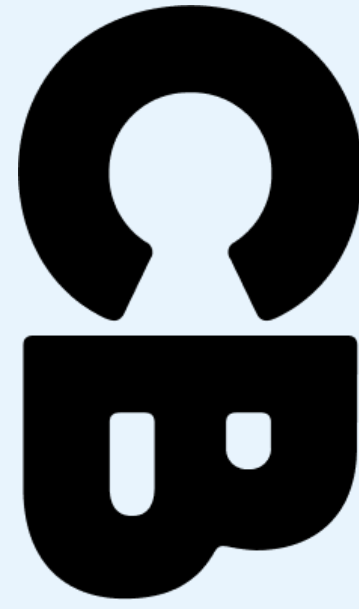


Median performance snapshot

- 75 attendees (live)
- 2,500 page views (post event coverage)
- Option to leverage assets on your O&O channels

Virtual experience with post-event coverage: \$10,000





Ways to partner: events

Signature event sponsorship

Align your brand with progressive values and forward-thinking strategy. Become a presenting sponsor of the annual Canadian Business Innovation Awards event and programming.

Presenting sponsorship: \$60,000

Thought-leader sponsorship: \$30,000

The New Innovators Summit

The New Innovators Summit

Noura Sakkijha
CEO and co-founder of Mejuri



The New Innovators Summit

Ian Black
Managing director of Canada at Shopify



The New Innovators Summit

Patrick Ens
President of Capital One Canada



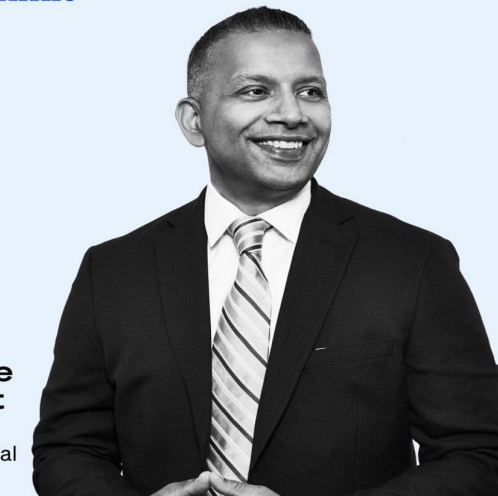
The New Innovators Summit

Zabeen Hirji
Executive advisor, Future of work, Deloitte



The New Innovators Summit

Jerome Dwight
CEO of Brane Capital



The New Innovators Summit

Isabelle Hudon
President and CEO of the BDC





MEET SJC MEDIA

Canadian Business is published by SJC Media, the largest magazine publisher in Canada. Our trusted brands serve communities of loyal fans, which can be leveraged by our advertising partners. We produce best-in-class content through our premium print, digital and social pillars.

Our reach extends coast to coast, touching almost 22 million Canadians through our portfolio of national and local media brands, allowing advertisers to reach and engage with Canada's most sought-after consumers.

We connect to our influential and discerning audiences through trusted, entertaining, empowering, innovative, authentic and inclusive journalism and storytelling.

As a media company for the future, with a remarkable past, we strive to be as diverse and inclusive as the communities we serve.

**WE ARE BEYOND
CONTENT.
WE ARE SJC MEDIA.**



CanadianBusiness



CHATELAINE

MACLEAN'S

Today's Parent

FASHION





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