



MB

MAGAZINE FOR BUSINESS

MB Magazine is read by thousands of business people, executives, retailers, employers and potential customers. Our readers are decision-makers and go-getters. They are the people you should be reaching. Make sure you include MB in your marketing plans. Sign up for our free monthly newsletter so you can keep updated on the magazine and the community.

Website

The MB website offers more than ever before for our thousands of monthly visitors. Issues are included and articles archived and searchable under various categories. Our website offers a wide variety of promotional opportunities to drive traffic to your site.

Circulation
15,000

Via Canada Post, Town Offices and Display Racks throughout the area!

The Only Magazine for Business

MARKHAM • UNIONVILLE • THORNHILL • RICHMOND HILL

2010 Schedule

	Features	Closing Date	Publication Date
Winter	<ul style="list-style-type: none"> How To Choose The Right Business Name Latest Green Business Opportunities Advertising and Marketing Ideas for Small Businesses MBT Business Excellence Awards 	March 25	Apr 25
Spring	<ul style="list-style-type: none"> Profiling Local Businesses The Importance Of Networking In Business Today Bartering – The Creative Way To Cut Costs What Makes An Effective Salesperson? 	May 28	June 15
Summer	<ul style="list-style-type: none"> Conferences, Conventions, Meetings, Events: MB's Guide To Choosing The Right Venue Franchising Opportunities The Importance Of Buying Locally How To make The Most Of E-Business Opportunities 	July 23	Aug 20
Fall	<ul style="list-style-type: none"> Women in Business The Year Ahead 2011 How To Write An Effective Business Plan The Hidden Costs Of Counterfeit Products 	Oct 25	Nov 19

MB Magazine is now available at many high traffic areas in the region!



Regular Features Include:

- Workplace Wellness • Company Profiles • Financial • Legal • Computer Tips
- Letters from Readers • Business Manners • And so much more

mbmagazine.ca

Advertising Rates

Effective April 20, 2010.

Inside position

		4x
Full page	\$2,750	\$2,200
2/3 page vertical	\$2,060	\$1,650
1/2 page horizontal	\$1,565	\$1,250
1/2 page vertical	\$1,565	\$1,250
1/2 page island	\$1,780	\$1,420
1/3 page square	\$1,275	\$1,020
1/3 page vertical	\$1,275	\$1,020
1/4 page	\$990	\$790
1/6 page	\$790	\$630

Cover position

Inside front/back	\$3,500	\$2,800
Outside back	\$3,950	\$3,080

Advertisements are full colour. HST extra.

Mechanical Requirements

Magazine trim size: 8-1/8" x 10-7/8"

FULL PAGE (with bleed) 8-3/8" x 11-1/8"	FULL PAGE 7" x 10"	2/3 PAGE vertical 4-5/8" x 10"	1/2 PAGE horizontal 7" x 4-7/8"	1/2 PAGE vertical 3-3/8" x 10"
1/2 PAGE island 4-5/8" x 7-1/2"	1/3 PAGE square 4-5/8" x 4-7/8"	1/3 Page vertical 2-1/4" x 10"	1/4 Page vertical 3-3/8" x 4-7/8"	1/6 Page vertical 2-1/4" x 4-7/8"

Prices subject to change without notice. E + OE.

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Ask about Special Discounts for NOT FOR PROFIT ORGANIZATIONS and members of the Markham Board of Trade and Richmond Hill Chamber of Commerce.

Members of the:



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2600 John Street, Unit 207, Markham, Ontario L3R 3W3
Tel: 905.475.5222 | Fax: 905.475.6369

Don Flynn, Publisher, Ext. 221 • Direct: 416.917.0986
don@mbmagazine.ca
Advertising Sales, Ext. 226

Also publishers of:



Digital Specifications

Preferred file format:

- Press-ready PDF (high resolution, CMYK, all fonts embedded, no spot colours)

Other acceptable file formats:

- Software (Mac Platform): InDesign CS2, Photoshop CS2, Illustrator CS2.
- Illustrator and Photoshop files must be saved as .EPS or .TIF files at 300 dpi with all images embedded and fonts as outlines.
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper reproduction.
- Black and white ads must be supplied with a laser proof.

Please note:

We do not accept ads created in Microsoft Office/Publisher programs, Corel Draw, film, DCS or CopyDot files. For further information, please contact our production department.

Contact Us

MB Magazine

2600 John Street, Unit 207, Markham, Ontario L3R 3W3

Phone: 905.475.5222 | Fax: 905.475.6369

Email: don@mbmagazine.ca

Marketplace

	1x	4x
Single	\$300	\$220
Double	\$450	\$330
Triple	\$650	\$480

Ask about MB Magazine website banner advertising!