

Aboriginal

BUSINESS REPORT

UPCOMING 2020
CCAB EVENTS

Canadian Council for
ABORIGINAL
BUSINESS



ANNUAL CCAB TORONTO GALA

ANNUAL CCAB CALGARY GALA

ANNUAL CCAB VANCOUVER GALA

CCAB VANCOUVER PAR LUNCHEON

Canadian Council for
ABORIGINAL
BUSINESS  www.ccab.com

2020 Media Planner

save
the date





ABOUT CCAB

Since 1982, the Canadian Council for Aboriginal Business (CCAB) has been bridging the gap between the mainstream corporate sector and the Aboriginal community through diverse programming, providing tools, training, network building, major business awards, and national events.

CCAB is governed by a national, voluntary Board of Directors representing CCAB patrons, Aboriginal business members, and other senior industry leaders. The association works to improve economic self-reliance of Aboriginal communities while assisting corporate businesses. It is the only non-profit organization working in this sector that received no government funding and also the only one to receive the endorsement of the Canadian Chamber of Commerce for our business-driven programs and services.

CCAB positions Aboriginal business at the focal point for strengthening Aboriginal communities, promoting progressive and prosperous relationships, and growing a new economy based on mutual respect and shared prosperity. CCAB provides an array of business development offerings, including certification for Aboriginal-owned businesses (CAB) and companies with Progressive Aboriginal Relations (PAR). TFAB (Tools and Financing for Aboriginal Business) connects Aboriginal entrepreneurs with tools, training and networks to strengthen and scale their businesses.

A thriving membership is central to CCAB's mandate. By building relationships between Aboriginal and non-Aboriginal businesses and communities, CCAB helps to foster an equitable and sustainable economy across Canada.

CONSIDER THIS:

- There are over 37,000 indigenous owned businesses across Canada covering a variety of economic sectors that are well established in construction (18%), primary sectors (13%) and service-based industries (28%). Indigenous people are creating new businesses at nine times the rate of the average Canadian.
- Recent studies show that custom publishing surpasses print, television and radio advertising, as well as dominating Internet marketing and telemarketing, in building long-term relationships, promoting loyalty, and retaining existing members.
- Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.
- In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely, and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium, where the reader is receptive and in full control.



INTERESTING FACT:

Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.

Source: 2016 Consumer Magazine Media Fact Book

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WHY ADVERTISE?

UNPARALLELED EXPOSURE!

Distributed to 3,000 professionals and organizations, including Canada's fortune 500 companies, *The Aboriginal Business Report* ensures your business' message is front and centre. *The Aboriginal Business Report* provides informative editorial content and unparalleled exposure to a widespread scope of participants across the country. The magazine will also be distributed at each of CCAB's three annual galas, at business luncheons, to members of Parliament, and to Aboriginal student centres and Canadian universities across the nation.

YOUR TARGET AUDIENCE!

Advertising in this magazine offers you the exceptional opportunity to reach a target audience of key industry personnel, decision makers, and leaders managing Aboriginal businesses and other companies operating in Canada. Member categories include:

- Corporate & Affiliate Members
- Forestry
- Mining
- Natural resources
- Solar
- Energy
- Wind
- Oil & Gas
- All Band Offices Across Canada
- Government Officials & Aboriginal Affairs
- Employment Agencies



THE MAGAZINE

The Aboriginal Business Report is the official publication and voice of the CCAB and the Aboriginal business community across Canada. *The Aboriginal Business Report* is the most reliable source of information and insights focusing on the main priorities of the organization, while also promoting business opportunities and sustainable relationships throughout the country.

The Aboriginal Business Report is a vital source for members to facilitate knowledge and increase expertise in their given field. It presents an excellent means of communication, providing not only a forum for businesses, entrepreneurs and corporations to interconnect, but also to deliver the latest news, profiles, feature articles, and case studies.

The Aboriginal Business Report is uniquely poised to deliver your message to fundamental players and advisers in the community, with members representing businesses countrywide. The magazine is printed in full-colour and gloss, sized 8.375" x 10.875", and is published three times a year.

"The magazine is growing in leaps and bounds – much like Aboriginal business itself – and I am always excited to share what is happening within CCAB and the Aboriginal business community with our members, patrons, sponsors and readers."

JP Gladu, President and CEO, CCAB



INTERESTING FACT:

A survey conducted by MarketingSherpa revealed 82% of participants trusted printed advertisements such as newspapers and magazines the most when making a purchase decision.

Source: July 18, 2017 imagine-express.com

PREMIUM POSITIONS

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	3X RATE	1X RATE
Inside Back Cover*	8.375"	10.875"	\$3,603.50	\$3,809.50
Inside Front Cover*	8.375"	10.875"	\$3,603.50	\$3,809.50
Outside Back Cover*	8.375"	10.875"	\$3,809.50	\$4,015.50

* **MUST** have .125" of bleed



DIGITAL EDITION SPONSORSHIP

READ ONLINE

Click on the magazine
to view the latest issue of
THE ABORIGINAL BUSINESS REPORT
in your browser for free!

Click [HERE](#) for information on digital advertising.
If you have any questions or concerns about your
digital advertising needs, please contact your
MediaEdge Sales Representative.

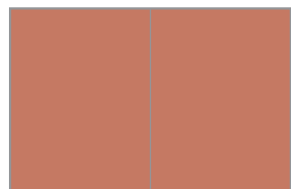


ADVERTISING RATES

Please Note: AD Rates are Price Per Issue

Guaranteed Position: Add 15%

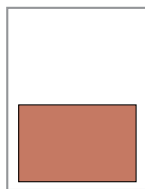
Black & White Rates: 25% discount



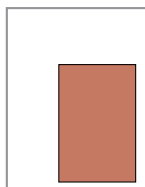
Double page spread (DPS)



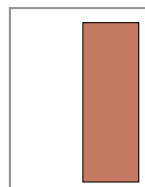
Full page



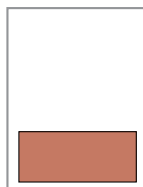
1/2 Horizontal



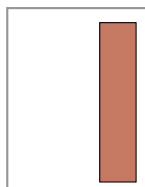
1/2 Vertical



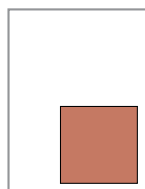
1/2 Long Vertical



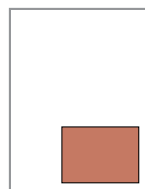
1/3 Horizontal



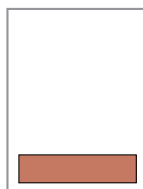
1/3 Vertical



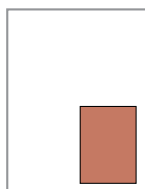
1/3 Square



1/4 Horizontal



1/4 Banner



1/4 Vertical

SIZE	WIDTH	DEPTH	3X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$4,118.50	\$4,324.50
Full Page trim*	8.375"	10.875"	\$2,789.50	\$2,939.50
1/2 Horizontal	7"	4.583"	\$1,859.50	\$1,959.50
1/2 Vertical	4.583"	7"	\$1,859.50	\$1,959.50
1/2 Long Vertical	3.333"	9.5"	\$1,859.50	\$1,959.50
1/3 Horizontal	7"	3"	\$1,499.50	\$1,599.50
1/3 Vertical	2.1667"	9.5"	\$1,499.50	\$1,599.50
1/3 Square	4.583"	4.583"	\$1,499.50	\$1,599.50
1/4 Horizontal	4.583"	3.333"	\$1,239.50	\$1,299.50
1/4 Banner	7"	2.1667"	\$1,239.50	\$1,299.50
1/4 Vertical	3.333"	4.583"	\$1,239.50	\$1,299.50

* MUST have .125" of bleed

MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
LIVE AREA:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"

INSERTS & BELLY BANDS:

Available upon request

ADVERTISING AGENCIES:

Please add 15%

AD PROOF CHARGE: \$25.00

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

DIRECT MAIL OPPORTUNITIES

REACH THE DECISION MAKERS!

Advertise your products and services brochure or postcard by having it polybagged and mailed with *The Aboriginal Business Report* magazine to ensure exposure of your company to key industry players and decision makers.

YOUR TARGET AUDIENCE!

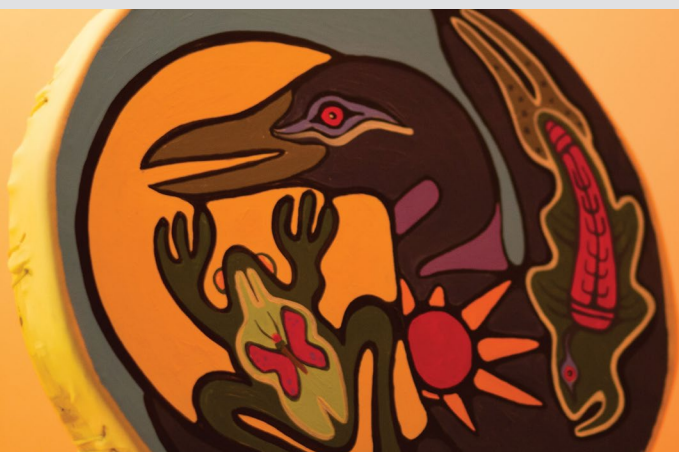
Distributed to over 3,000 professionals and organizations, including Canada's fortune 500 companies, our publication reaches key industry leaders and personnel managing workforce mobility, human resources, relocating employees and new hires. Member Categories include:

- Corporate members/associates
- Service members/associates
- Student members

DIRECT MAIL RATES

(PRINTED INSERT TO BE SUPPLIED BY CLIENT)

SIZE	PRINT & DIGITAL	DISTRIBUTION
1 page	\$1,980.00	3,000 copies
2 page	\$2,276.00	3,000 copies
Postcard	\$1,980.00	3,000 copies



PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
QUARTER 1	January, 2020	November, 2020
QUARTER 2	May, 2020	March, 2020
QUARTER 3	September, 2020	July, 2020



EVENTS

CCAB's Events do more than herald the success of working with Aboriginal communities; they also educate members in working towards better business practices and provide visibility and networking opportunities. *CCAB's Aboriginal Business Report* is Canada's Indigenous inner-industry magazine published before each of CCAB's annual galas in Toronto, Calgary, and Vancouver, and is also distributed at most CCAB events, increasing advertiser exposure.

Each year, the Canadian Council for Aboriginal Business (CCAB) hosts approximately 15 events throughout the country.

- **PEP Conference & Tradeshow:**
January 21, 2020 - Radisson Hotel, Sudbury, ON
- **Gala:** January 25, 2020 - Toronto, ON
- **Forward Summit and Annual Calgary Gala:**
April 28-29, 2020 - Calgary TELUS Convention Centre
- **Gala:** September 2020 - Vancouver



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