

Aboriginal

BUSINESS REPORT

#1 Indigenous
Business Magazine
in the Country!

2023 Media Planner

Canadian Council for
ABORIGINAL
BUSINESS



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About CCAB

CCAB is a national member-based organization. Membership includes Indigenous and non-Indigenous businesses operating in Canada. The organization is governed by a voluntary Board of Directors that is representative of the membership. This includes patrons, Indigenous business members and senior industry leaders. The staff is made up of a team of dynamic professionals dedicated to economic reconciliation and growing the Indigenous economy for the benefit of all Canadians.

CCAB is a non-partisan/non-profit organization with a mission to promote, strengthen and enhance a prosperous Indigenous economy by fostering business relationships, opportunities and awareness. CCAB is supported through corporate funding, event sponsorship and membership dues, and also receives some support from government for research and program development.

CCAB prides itself on organizing unforgettable events and developing beneficial programs such as its Progressive Aboriginal Relations™ (PAR), Supply Change™ procurement strategy, Tools & Financing for Aboriginal Business (TFAB), Indigenous research & policy, and more.

The Magazine

Aboriginal Business Report is the official publication and voice of CCAB, its members, and the Indigenous business community in Canada. It is the country's most reliable source of information and insights on Indigenous business activity and actively promotes business opportunities and sustainable relationships with Indigenous companies.

Collaborating with MediaEdge's team of Indigenous and non-Indigenous writers and sales group, CCAB members provide interviews, contribute story ideas, and supply strong credible advertisements in each edition. Feature articles and stories are based on current, diverse issues and developments that inspire, inform and empower. Each edition provides strategies to leverage new and existing business relationships, procurement channels and networking opportunities to optimize business potential.

Aboriginal Business Report contains information on events and programs that help businesses move forward, explore new possibilities, and strengthen the Indigenous economy and Canadian marketplace. It is an excellent means of communication, providing an innovative forum for businesses, entrepreneurs and corporations to interconnect.



PUBLISHING DATES

ISSUE	MATERIAL DUE	PUBLISH
QUARTER 1, 2023	November 2022	January 2023
QUARTER 2, 2023	February 2023	April 2023
QUARTER 3, 2023	May 2023	July 2023
QUARTER 4, 2023	August 2023	October 2023

READ ONLINE

Click on the magazine to view the latest editions of ABORIGINAL BUSINESS REPORT.

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.

Why Advertise

UNPARALLELED EXPOSURE!

Distributed to more than 4,500 professionals and organizations, including Canada's Fortune 500 companies, *Aboriginal Business Report* ensures your business message is front and centre. The magazine delivers informative editorial content and provides unparalleled exposure to a wide range of participants across the country. The magazine is also distributed to CCAB members and participants at all CCAB business forums and events, as well as high-traffic locations across Canada that include train stations, airports and universities as well as Indigenous student centres, libraries, friendship centres and Band offices. As an added bonus the magazine is also available in a digital edition and promoted widely on all of CCAB's social media platforms. In fact, the MediaEdge team takes it one step further and tags all advertisers and contributors on LinkedIn.

Your Target Audience!

Advertising in *Aboriginal Business Report* (both print and digital versions) offers you the exceptional opportunity to reach a target audience of key industry personnel, decision makers, and leaders of Indigenous and non-Indigenous businesses and companies in Canada and beyond. Audience and CCAB member categories include:

- All Band Offices Across Canada
- Construction
- Corporate & Affiliate Members
- Employment Agencies
- Energy
- Food & Beverage
- Forestry
- Government Officials & Indigenous Services
- Information Technology
- Mining
- Natural Resources
- Oil & Gas
- Retail
- Solar
- Tourism
- Wind and so much more.



Consider This:

There are close to 60,000 Indigenous businesses across Canada in every size, region and industry sector, including construction, accommodation and food services, healthcare and social assistance, retail trade, oil and gas, forestry, and finance. Indigenous people are creating new businesses at nine times the rate of the average Canadian.

UPCOMING EVENTS

- **Central Canada Business Forum - February 7**
Marriott Eaton Centre – Toronto
- **East Coast Business Forum - Tuesday, May 2**
Convention Centre & Sutton Place Hotel - Halifax
- **West Coast Business Forum - Oct. 17**
Westin Bayshore – Vancouver
- **Indigenous Women In Leadership (IWIL) Conference - Oct. 18**
Westin Bayshore – Vancouver

Visit CCAB.com to register and for more details.



Advertising Rates

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

Please Note: AD Rates are Price Per Issue
 Guaranteed Position: Add 15%
 Black & White Rates: 25% discount
 CCAB Members: 10% discount
 Advertising Agencies: Please add 15%
 Ad Proof Charge: \$25.00

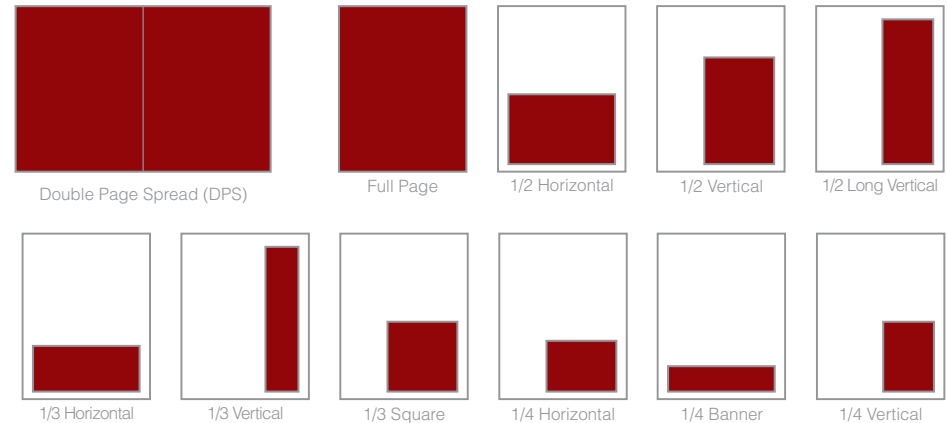
MECHANICAL REQUIREMENTS

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

Full-Colour Rates

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"	\$2,929.50	\$3,089.50
1/2 Horizontal	7"	4.583"	\$1,959.50	\$2,059.50
1/2 Vertical	4.583"	7"	\$1,959.50	\$2,059.50
1/2 Long Vertical	3.333"	9.5"	\$1,959.50	\$2,059.50
1/3 Horizontal	7"	3"	\$1,579.50	\$1,679.50
1/3 Vertical	2.1667"	9.5"	\$1,579.50	\$1,679.50
1/3 Square	4.583"	4.583"	\$1,579.50	\$1,679.50
1/4 Horizontal	4.583"	3.333"	\$1,299.50	\$1,369.50
1/4 Banner	7"	2.1667"	\$1,299.50	\$1,369.50
1/4 Vertical	3.333"	4.583"	\$1,299.50	\$1,369.50

* MUST have .125" of bleed



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.