

99



2026  
MEDIA  
KIT



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.

CB reflects 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.

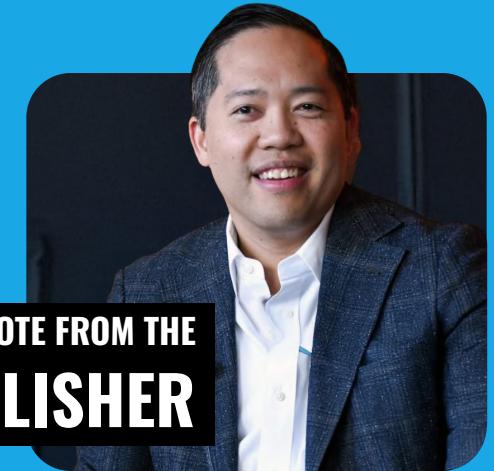
SJC

## NOTE FROM THE PUBLISHER

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.

—Jason Maghanoy

PUBLISHER





# AUDIENCE



**1,493,000**

Print Readers via *Maclean's*



**84,000**

Monthly Active Users  
[canadianbusiness.com](http://canadianbusiness.com)



**18.2K**

Email subscribers



**109K+**

Social followers



**50%**

Female



**50%**

Male



**38.5**

Est. Average Age

**CB readers are...****68%**

are adults age 25-49

**53%**

were not born in Canada

**42%**

have bachelor degree or higher

**32%**

are MOPEs (Managers, Owners, Professionals and Executives)

**63%**

are married/living together

**27%**

have personal incomes \$75,000 or higher

**61%**

are primary influencers on purchase decisions

**71%**

accessed business news, finance or investment websites in the past month

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**CB readers agree...****Consider themselves an entrepreneur**

53% more likely

**Prefer to work as part of a team**

49% more likely

**Keep up with developments in technology**

42% more likely

**Want to get to the very top in their career**

85% more likely

**Would like to start their own business**

83% more likely

**Style and design are as important as quality**

27% more likely

**Confident using new technology products**

41% more likely



# CONTENT PILLARS

Dive into the stories of groundbreaking entrepreneurs and business leaders who are defining the future of Canadian industry. From detailed profiles to success narratives, this section celebrates the individuals driving change and innovation.



## PEOPLE



## IDEAS



## DESIGN

Gain insights into the latest business strategies and market trends. This section is packed with actionable advice on a wide array of topics such as consumer behavior, workplace dynamics, and cutting-edge marketing techniques.



# EDITORIAL FRANCHISES

The annual CB Innovation Awards honour trailblazing companies that challenge the status quo across industries. From healthcare to fintech, fashion, and beyond, this year's awards shine a spotlight on sustainability—recognizing innovations that tackle climate change, reduce pollution, and shrink carbon footprints.

Winners will be unveiled at the CB Innovation Awards event and showcased prominently in Maclean's May Issue, as well as across our digital platforms and social media channels.



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#FindYourThrive

# EVENTS



APRIL



OCTOBER

## THE CB INNOVATION AWARDS

150 local entrepreneurs, executives and business leaders for a luncheon in honour of the Canadian Business Innovation Awards.

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## CB BETTER FUTURE

A new generation of Nation Makers is redefining Canada - thinkers, artists, entrepreneurs, and politicos, all forging a stronger, more resilient nation. Better Future is where their ideas meet yours. Powered by Canadian Business, this interactive design-thinking lab and event invites our most engaged audiences to collaborate directly with the Nation Makers shaping what comes next.



# DIGITAL

## ROS & RON

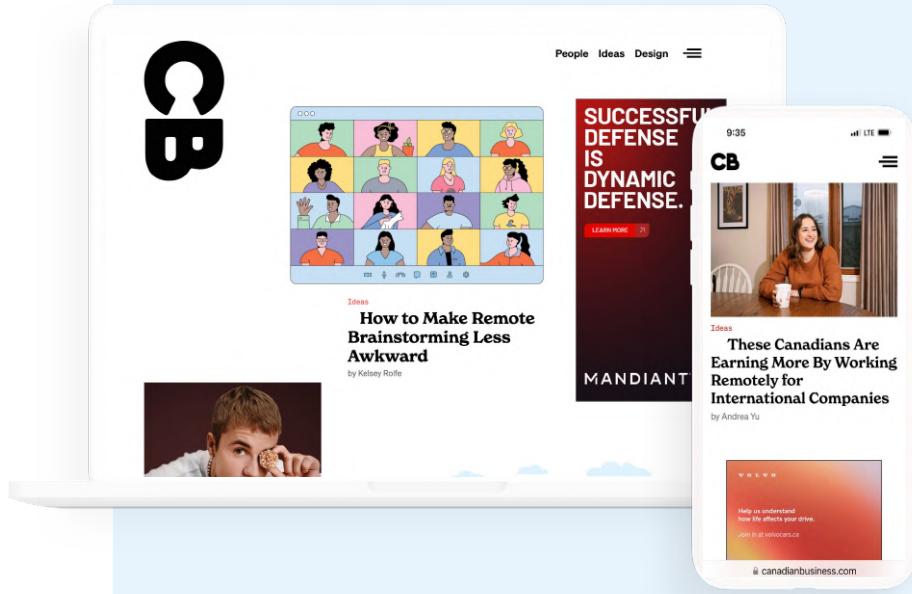
Standard Display: \$25 (NET)  
Video: \$40/CPM (NET)

Run-of-Site (ROS) display allows you to reach a broad audience across canadianbusiness.com. For extended reach, Run-of-Network (RON) campaigns deliver your message across the entire SJC Media network. Both options offer geo-targeting and category targeting, allowing precise audience refinement based on location and content interests.

## 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).



Our direct display options allow you to collaborate with our experienced team to craft a custom digital display campaign tailored to your goals. From setup and execution to real-time monitoring, we handle every detail, so you can focus on seeing the results.



# DIGITAL PROGRAMMATIC SOLUTIONS

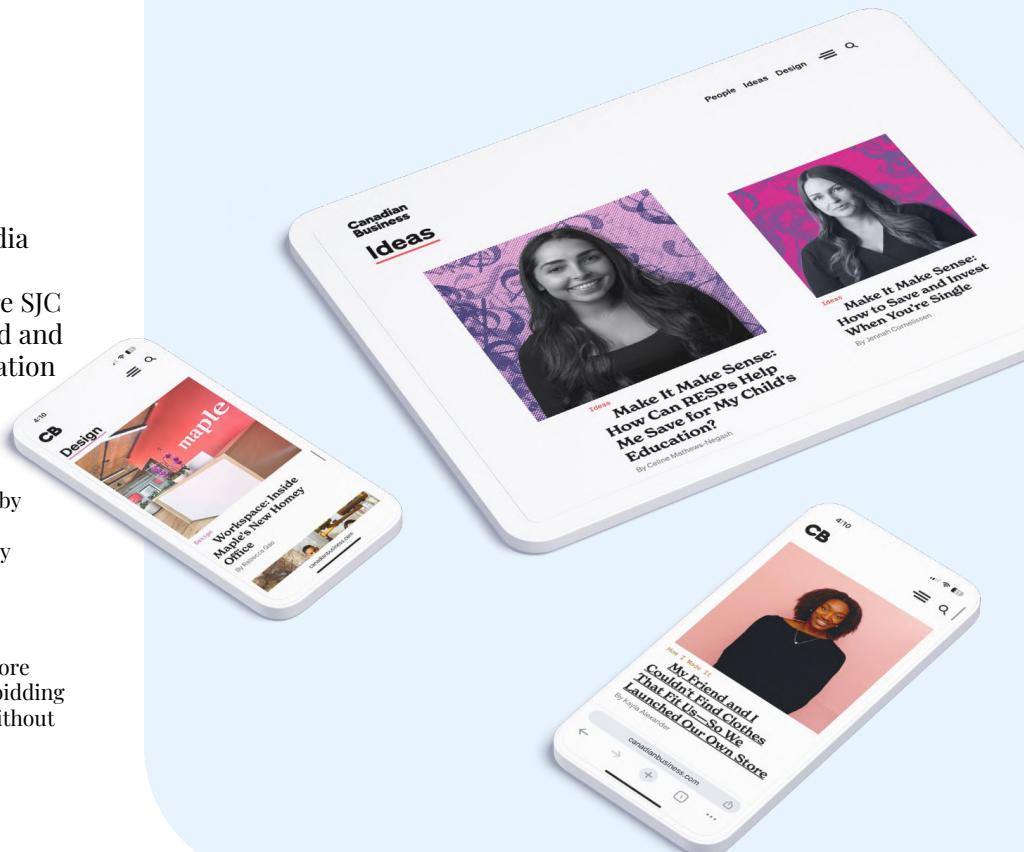
We offer two programmatic solutions that enable media buyers to seamlessly purchase display and video ad inventory across [canadianbusiness.com](https://canadianbusiness.com) and the entire SJC Media network. These solutions provide a streamlined and flexible approach to media buying, combining automation with premium inventory access.

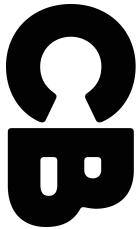
## Guaranteed Deals

Programmatic Guaranteed (PG) Deals modernize direct ad buying by offering a more data-driven and automated approach, allowing advertisers to reserve our most premium and guaranteed inventory ahead of campaigns more easily than ever before.

## Private Auction

Programmatic Marketplace (PMP) or Private Auction Deals offer more flexibility for media buying, enabling advertisers to use real-time bidding to purchase non-guaranteed impressions with convenience and without commitment, while maintaining the flexibility to buy in real-time.





# DIGITAL

## SJC AUDIENCE+

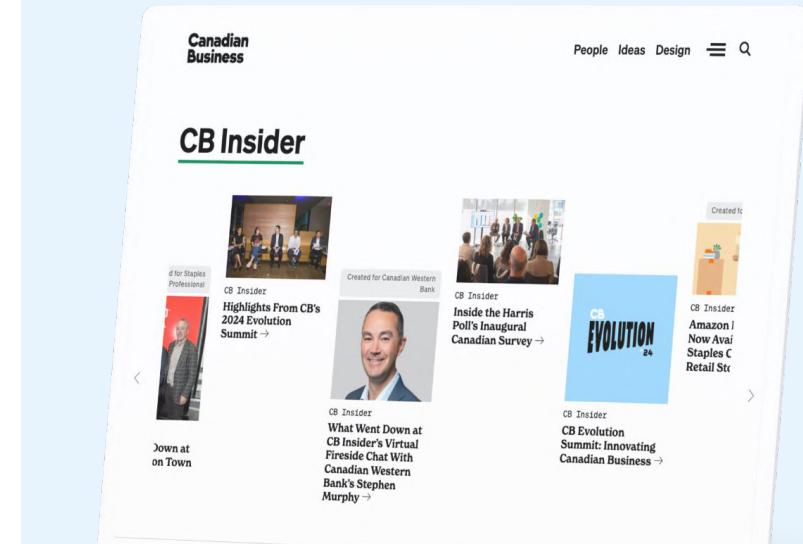
Introducing SJC Audience+, our proprietary data-driven advertising platform that delivers more precise targeting, contextual alignment, superior marketing performance, and faster reporting. Advertisers can supercharge their campaigns by leveraging SJC's first-party audience data, gaining valuable consumer insights through:

### Custom Audience Segments

Our media brands reach millions of Canadians each month. Unlock scale, precision, and performance through privileged access to audiences across our portfolio. Advertisers can align their brand objectives with any of SJC Media's highly engaged cross-brand audiences. Advertisers can also tap into our plethora of niche audiences to drive deeper connections, achieve higher engagement rates and maximize their ROI.

### Direct Data Collaboration

Through a secure data clean room, we enable our advertisers to compare their first-party consumer data with ours without compromising customer privacy. The resulting insights allow advertisers to run more targeted—and therefore more efficient and effective—campaigns.





# NEWSLETTER

# THE EVOLUTION

Ad Unit: Big Box

The Evolution charts the ups and downs of a trending product, buzzy industry, innovative service or revolutionary idea. It is the recipient of the 2023 National Magazine Award for Best Editorial Newsletter and the SABEW (Association of Business Journalists) award for Best Business Newsletter.





# PRINT / MACLEAN'S

CB Magazine will now be featured as a special section within Maclean's magazine, highlighted by our annual editorial tent pole: the 'CB Innovation Awards' in the May issue. Align your brand with CB content in Maclean's magazine by placing ads strategically adjacent to or in close proximity to CB features.

Issue	Space Close	Material Close	Impact Date	On-Sale Date
May Issue ( <i>Maclean's</i> )	Mar 20	Mar 24	April 22	April 20

Frequency Discount	Discount Rate	FULL PAGE	DPS	OBC	IBC	IFC SPREAD
1x	-	\$19,958	\$34,927	\$24,948	\$21,954	\$43,658
3x	25%	\$14,969	\$26,195	-	-	-
6x	35%	\$12,973	\$22,703	-	-	-





# PODCAST

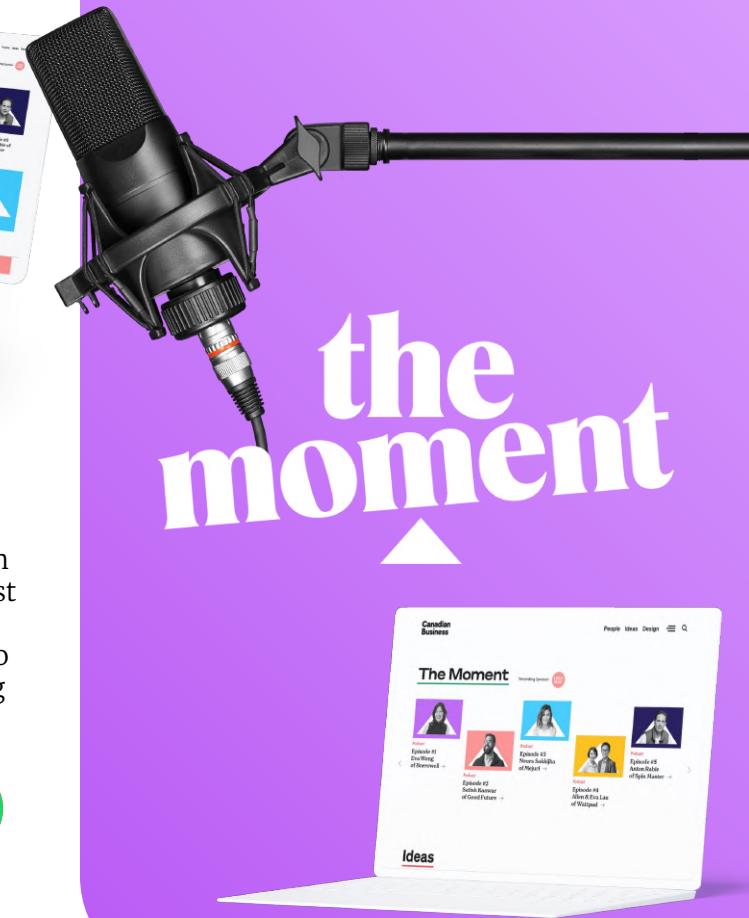
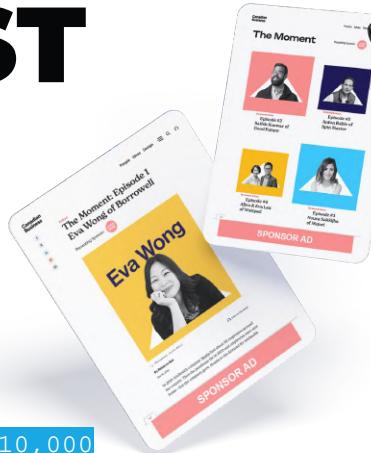
## THE MOMENT

Episode Sponsorship: Starting at \$10,000

Introducing *The Moment*, a podcast from Canadian Business. In this new series, the brightest founders and most daring entrepreneurs from Canada spill the tea on the pivotal moments that made them—or almost broke them. Whether scaling a startup or leading a boardroom, these real-life tales of grit and genius will leave listeners inspired and ready to tackle their next big move. Success, after all, is just one game-changing moment away.



AVAILABLE EVERYWHERE  
THAT MATTERS





# THOUGHT LEADERSHI P

## 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**



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# CB INSIDER



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

Membership price:  
\$2,500 for the year

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## 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:



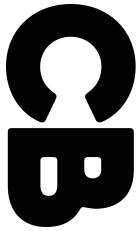
PayPal

Uber



TELUS





# 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.

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# 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 more than 23 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 ARE BEYOND CONTENT. WE ARE SJC MEDIA.

**CanadianBusiness** **MACLEAN'S** **FASHION**  
**HELLO!** **CHATELAINE** **Today's Parent** **TORONTO LIFE**