

Indigenous

BUSINESS REPORT

#1 Indigenous
Business Magazine
IN THE COUNTRY!

2024 Media Planner

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About CCIB

Canadian Council for Indigenous Business (CCIB) 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.

CCIB 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. CCIB is supported through corporate funding, event sponsorship and membership dues, and also receives some support from government for research and program development.

CCIB prides itself on organizing unforgettable events and developing beneficial programs such as Partnership Accreditation in Indigenous Relations™ (PAIR) (formerly PAR), Supply Change™, Tools for Indigenous Business™ (TIB) (formerly TFAB), Indigenous research & policy, and more.

The Magazine

Indigenous Business Report (formerly *Aboriginal Business Report*) is the official publication and voice of CCIB, 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 its sales group, CCIB 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.

Indigenous 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, 2024	November 2023	January 2024
QUARTER 2, 2024	February 2024	April 2024
QUARTER 3, 2024	May 2024	August 2024
QUARTER 4, 2024	September 2024	November 2024

READ ONLINE

Click on the magazine to view the latest editions of **INDIGENOUS 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!

Indigenous Business Report is distributed to more than **4,000+** readers, including members of government, Friendship Centres, post-secondary institutions, Indigenous business, communities and organizations, Economic Development Corporations, CCIB members and companies operating in Canada. The target audience extends to key industry personnel, thought leaders, professionals, and organizations, including Canada's Fortune 500 companies. The magazine is also distributed at CCIB 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 and libraries. As an added bonus, the magazine is also available in a digital edition and promoted widely on all of CCIB'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 *Indigenous 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 CCIB member categories include the following organizations and sectors:

- 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
- Windpower



UPCOMING EVENTS

Every year, CCIB holds events across the country that celebrate and honour Indigenous business success.

These events provide attendees with opportunities to share ideas, network and interact with peers and colleagues.

Visit www.ccab.com/events for more information and to register for upcoming events.



Advertising Rates

Cover and Premium Positions (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	4X 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

Full-Colour Rates

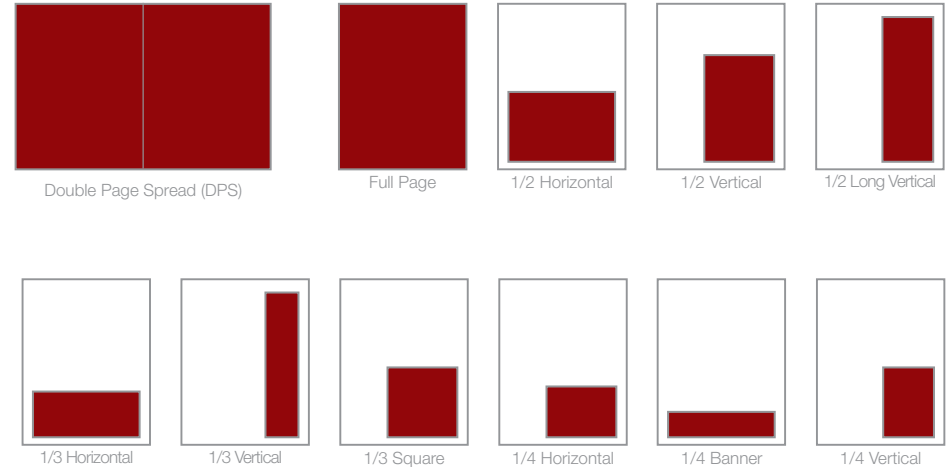
SIZE	WIDTH	DEPTH	4X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$4,118.50	\$4,324.50
Full Page trim*	8.375"	10.875"	\$3,079.50	\$3,249.50
1/2 Horizontal	7"	4.583"	\$2,059.50	\$2,169.50
1/2 Vertical	4.583"	7"	\$2,059.50	\$2,169.50
1/2 Long Vertical	3.333"	9.5"	\$2,059.50	\$2,169.50
1/3 Horizontal	7"	3"	\$1,659.50	\$1,769.50
1/3 Vertical	2.1667"	9.5"	\$1,659.50	\$1,769.50
1/3 Square	4.583"	4.583"	\$1,659.50	\$1,769.50
1/4 Horizontal	4.583"	3.333"	\$1,369.50	\$1,439.50
1/4 Banner	7"	2.1667"	\$1,369.50	\$1,439.50
1/4 Vertical	3.333"	4.583"	\$1,369.50	\$1,439.50

* MUST have .125" of bleed

Please Note: AD Rates are Price Per Issue
 Guaranteed Position: Add 15%
 Black & White Rates: 25% discount
 CCIB 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"



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. Publisher assumes no responsibility for accuracy when a proof is not provided.