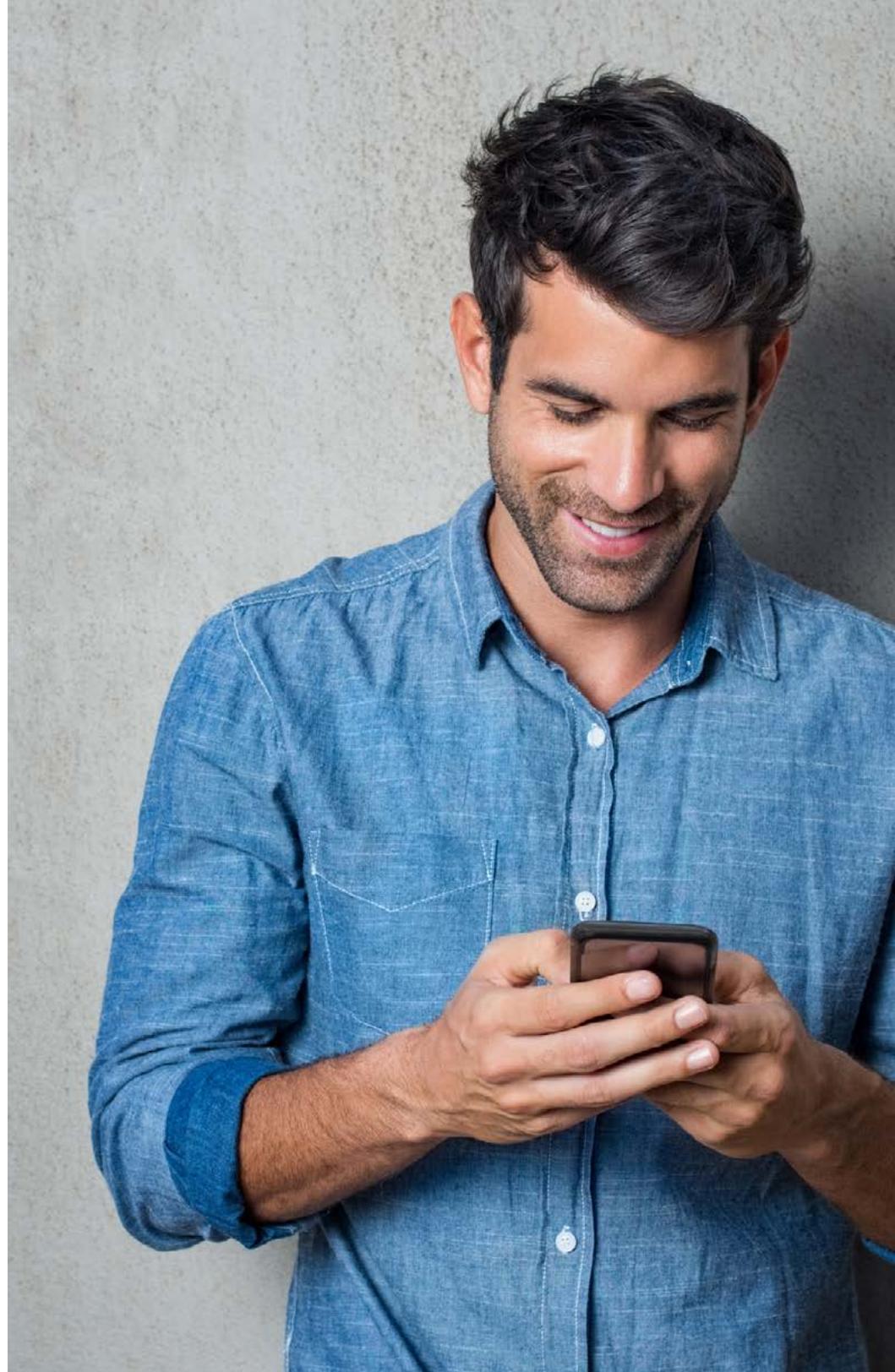


all NOVA SCOTIA

The power to influence nearly 13,500 business decision makers across Nova Scotia, and 18,000 across the Atlantic Region.

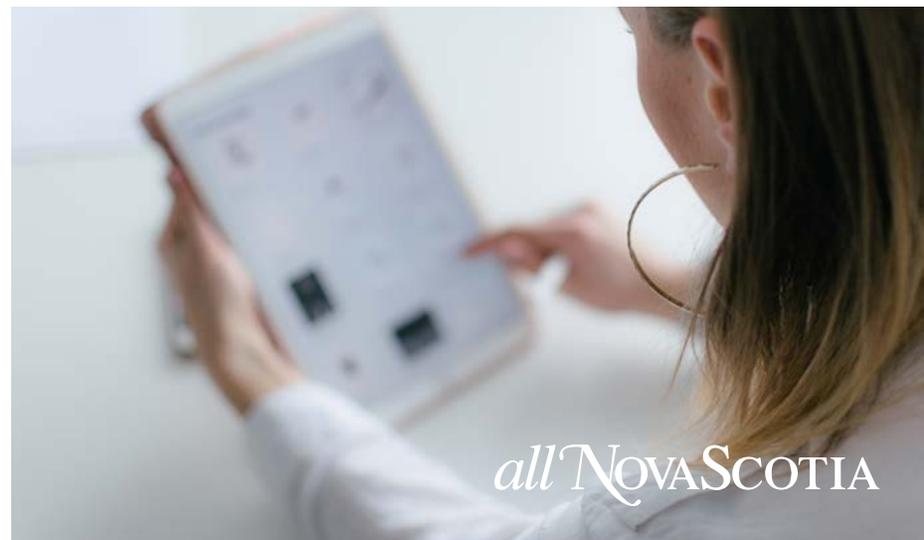
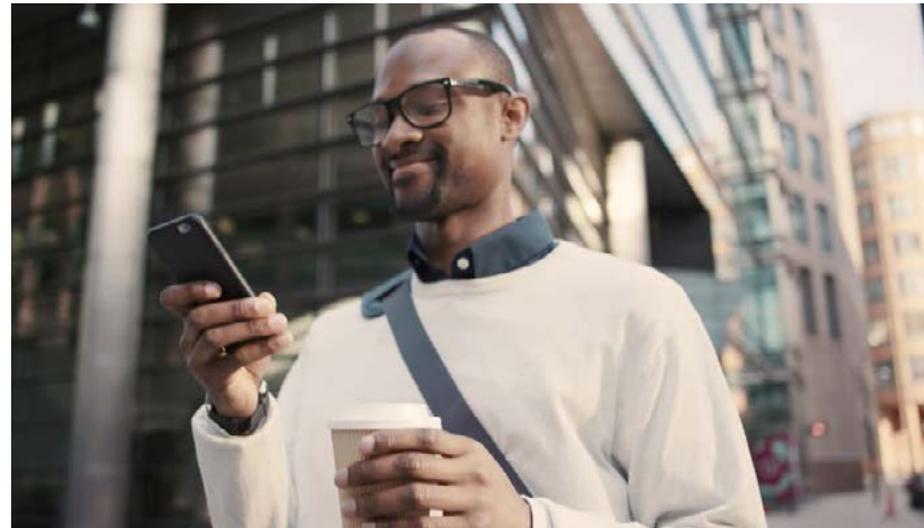


MEDIA KIT 2025



A UNIQUE AUDIENCE

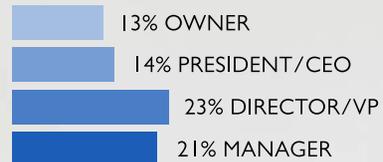
- allNovaScotia is the most trusted news brand in the province, with a direct daily link to thousands of influential local decision makers.
- Our exclusive paywall-protected content is produced by a team of over 20 professional reporters and editors in a downtown Halifax newsroom.
- allNovaScotia presents a unique advertising opportunity for companies with a business to business or high-end offering looking to reach a loyal and identifiable audience.



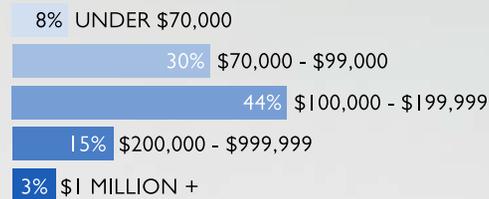
DEMOGRAPHICS

OUR SUBSCRIBERS

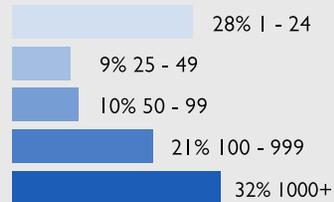
COMPANY POSITION



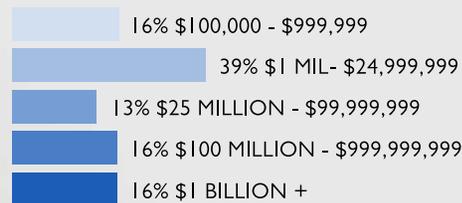
INCOME



NUMBER OF EMPLOYEES



COMPANY BUDGET



SECTORS

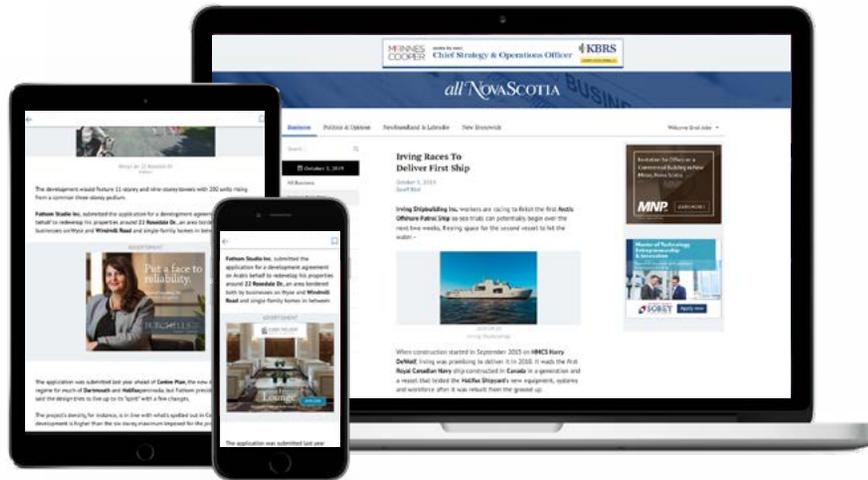
- Accounting*
- Insurance*
- Development and Construction*
- Health and Education*
- Retail*
- Fishing, Farming and Natural Resources*
- Media and PR*
- Law*
- Securities*
- Transportation*
- Engineering*
- Aerospace and Defence*
- Academic and Arts*
- Energy and Offshore*
- Restaurants and Bars*
- Hotels and Tourism*
- Telecommunications and IT*
- Manufacturing*
- Real Estate*
- Government*
- Banking and Lenders*

AD SPECS

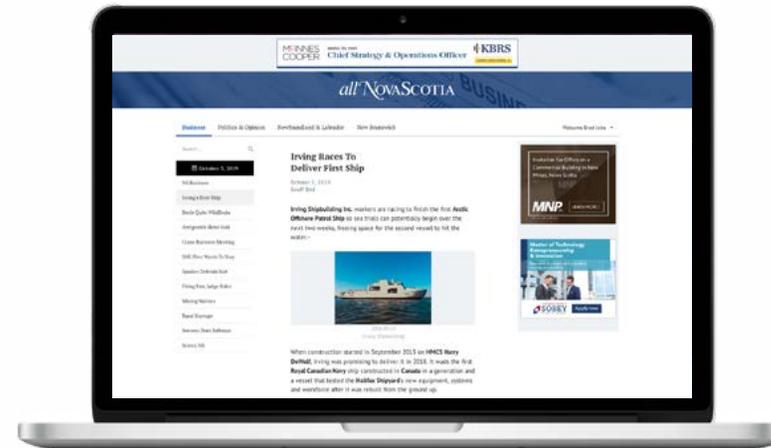
We want your ads to work so investing in good design is critical. Please note all creative will be reviewed to meet our quality and sizing standards.

BUILD YOUR TRUSTED BRAND WITH OUR TRUSTED BRAND

We offer a maximum of 20 rotating Big Box spaces and 20 rotating Leader Board spaces per spot each day (Monday to Friday) in each of the lineups. All ads rotate randomly every 12 seconds. Two Big Boxes are featured in each article on the desktop site and the mobile app. One Leaderboard appears on the desktop site.



BIG BOX 1040 x 864 pixels*
desktop & mobile



LEADERBOARD 728 x 90 pixels
desktop only

*Big Box ads are scaled down to 300x250 pixels

All advertisements are guaranteed to display randomly at least once every four minutes for 12 seconds on the website and the app.

SEE SAMPLE ISSUE

ATLANTIC REGIONAL PRICING

allNovaScotia is part of a strong regional trusted brand that includes allNewfoundland Labrador and allNewBrunswick.

Day-rate prices are Monday to Friday for a 24 hour rotating tile. Desktop site displays Big Box and Leader Board ads. Mobile apps display Big Box ads only.

	BIGBOX 1 PROVINCE	BIGBOX 2 PROVINCES	BIGBOX ATLANTIC REGION: 3 PROVINCES
5 days	\$445	\$770	\$990
10 days	\$770	\$1,320	\$1,860
20 days	\$1,320	\$2,480	\$3,420
50 days	\$3,100	\$5,700	\$7,800

	BIGBOX & LEADERBOARD 1 PROVINCE	BIGBOX & LEADERBOARD 2 PROVINCES	BIGBOX & LEADERBOARD ATLANTIC REGION: 3 PROVINCES
5 days	\$645	\$1,150	\$1,545
10 days	\$1,150	\$2,060	\$2,910
20 days	\$2,060	\$3,880	\$5,400
50 days	\$4,850	\$9,000	\$12,300

NATIONAL PRICING

allBusiness is the group of strong trusted brands that include allNovaScotia, allNewfoundlandLabrador, allNewBrunswick, allSaskatchewan and allAlberta. Together, they offer a unique way to reach over 20,000 business decision makers across five provinces.

Day-rate prices are Monday to Friday for a 24 hour rotating tile. Desktop site displays Big Box and Leader Board ads. Mobile apps display Big Box ads only.

	BIGBOX 5 PROVINCES	BIGBOX & LEADER BOARD 5 PROVINCES
5 days	\$1,400	\$2,250
10 days	\$2,600	\$4,200
20 days	\$4,800	\$7,600
50 days	\$11,000	\$16,000

*all*NOVASCOTIA
*all*NEWFOUNDLANDLABRADOR
*all*NEWBRUNSWICK
*all*SASKATCHEWAN
*all*ALBERTA

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