



## Features

### Social scene

From recent graduates to persons with disabilities to youth at risk, we explore how entrepreneurship works for everyone

### Cash on hand

Money – where can prospective entrepreneurs find it, and how can they improve their odds of getting it?

### Startups ici

Entrepreneurism is a high priority in New Brunswick. Think Propel ICT, the Pond-Deshpande Centre, Planet Hatch (and more!). What is driving this intense focus on startups? More importantly – is it paying off?

## PLUS

### Profile: Omar Ghandi

*The Globe and Mail* calls the Halifax-based architect “Canada’s next top architect.” *Wallpaper Magazine* includes him on a list of the world’s top 20 architects. British-based *Monocle* magazine’s latest issue includes him in its list of the 20 most influential Canadians (a list that also includes Adrienne Clarkson and Galen Weston). More on Omar Ghandi in the March edition of *Atlantic Business Magazine*

### The Island way

P.E.I. leads Atlantic Canada in business confidence and immigration. Does that warming trend continue when it comes to startup activity? *Atlantic Business* investigates

### Tech rules

Many of Nova Scotia’s startup successes (such as Volta and Golnstant) are in the technology sphere. *Atlantic Business* examines the current status and future prospects of local innovators

### Eastern edge

It’s hard to imagine a place further away from Silicon Valley, Beijing and New York than St. John’s, N.L. But that doesn’t stop the determined entrepreneurs of Canada’s easternmost city

## Columns

### XX factor

Eleanor Beaton

### Devil’s advocate

John Risley

### Just saying

Stephen Kimber

## Departments

### Chatterbox

Letters to the editor and reader feedback on social media  
(ads must be full page or half-page horizontal)

### For starters

Infographics on topical issues  
(full page ads only)

### The water cooler

Front of the book news briefs.  
(ads must be full page or half horizontal)

### Let’s do lunch

Featuring a fun, informal interview with a regional business leader.  
(full page ads only)

### #GoodTimes

Assorted food, entertainment, real estate and lifestyle themes, with a different focus each issue  
(full page ads only)

## IMPORTANT DATES

Ad booking deadline  
**February 03, 2017**

Ad material submission  
**February 10, 2017**

Publication  
**March 08, 2017**