A destination for savvy executives and entrepreneurs seeking advice, insights, inspiration and networking opportunities

*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.

In October 2021, *CB* relaunched its print and digital platforms to reflect 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.

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.

— Charlotte Herrold, Editor-in-Chief
OUR AUDIENCE

Compared to the average Canadian adult, CB readers are...

- **516,000**
  - Print readership
  - Split across newsstand, dedicated CB subscriber base, and bundled with Maclean's (VECTM) and Toronto Life.

- **75,000**
  - Circulation

**22%**
- More likely to be a university grad

**53%**
- More likely to be entrepreneurs with < 50 employees

**2X**
- 2x more likely to hold a C-suite position

**45%**
- More likely to be MOPEs (Managers, Owners, Professionals and Executives)

**88%**
- More likely to have an influence on business purchases of $100,000+

**70%**
- 70% more likely to be BIPOC

**48%**
- More likely to have an HHI of $200,000+

**36%**
- More likely to be early adopters of new tech

**I am an optimist**
- 26% more likely

**I prefer to work as part of a team**
- 37% more likely

**I would like to start my own business**
- 40% more likely

**Style and design are as important as quality**
- 58% more likely

**I have a keen sense of adventure**
- 35% more likely

**I want to get to the very top in my career**
- 72% more likely

**I really enjoy shopping**
- 32% more likely
Digital readership (2021; demographic profile above): 1m users; 2m page views; 1:43m time spent
2022 EDITORIAL CALENDAR

Winter | The New Innovators
- The big business of vaccine boosters
- Inside the privatization of space travel
- The New Innovators: 50 Canadian companies that are leading the way forward
Ad close: January 14 | Impact date: February 10

Spring | The New Green Economy
- 25 things you need to know about electric vehicles
- How the world’s first zero-carbon sneaker is made
Ad close: March 11 | Impact date: April 7

Summer | The Return of Business Travel
- 25 ways business travel has changed forever
- How to manage a borderless team
Ad close: June 10 | Impact date: July 7

Fall | The Forecast Issue
- The big trends that will define the next year in business
- How women-led venture capital funds are fixing the innovation gap
Ad close: September 9 | Impact date: October 6

Winter 2023 | The 2nd annual New Innovators
- 50 boundary-busting Canadian companies, ranked
- Inside the Canadian cartel that controls the world’s maple syrup supply
Ad close: December 2 | Impact date: January 5, 2023
IN EVERY ISSUE

THE BRIEF
Focused on innovative ideas and people, The Brief is where you’ll find the news and trends defining the zeitgeist.

DESIGN
This highly visual section includes a shoppable selection of can’t-live-without items that make everything easier, a spotlight on an of-the-moment designer and an inside look at a cutting-edge workspace.

FEATURES
Every issue includes timely and insightful in-depth longreads and a multi-spread feature package.

STRATEGIES
A series of how-tos of brilliant ideas for the workplace, told through a mix of case studies, expert advice and step-by-step listicles.
SJC MEDIA.

We are shaping the future of media as the largest and most decorated magazine publisher in Canada.
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