

MBIZ

THE VOICE OF BUSINESS



MBiz shines the spotlight on the important role played by community and regional Chambers of Commerce in fostering economic development. The Winnipeg Free Press is proud to partner with The Manitoba Chamber of Commerce to create, publish, and distribute the bi-annual magazine. The Chamber has worked alongside businesses to help them navigate through this difficult time. A 10,000-strong network gives businesses a conduit through which they can voice vital concerns and share common successes. It has never been more important to have a business ally such as The Manitoba Chamber of Commerce.

DISTRIBUTION

MBiz is published twice per year and is distributed to all Winnipeg Free Press subscribers as well as to all members of the Manitoba Chambers of Commerce.

ONLINE PUBLICATION

Each issue of MBiz is published online as an interactive web magazine, accessible from both the MCOC website and the Winnipeg Free Press website.

The Winnipeg Free Press online network receives 1.2 million users and 2.8 million sessions every month.

(Source: Google Analytics - 2021 Q1 Average)

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ADVERTISING OPPORTUNITIES

2021 ADVERTISING RATES		CHAMBER MEMBER	NON MEMBER
SIZE	DIMENSIONS (W X H)	RATE	RATE (NET)
Full Page	Live Area: 7.125" x 9.875" Bleed: 8.375" x 11.125" Trim: 8.125" x 10.875"	\$2,998	\$3,394
1/2 Page Vertical	3.4375" x 10"	\$1,694	\$1,953
1/2 Page Horizontal	7.125" x 4.875"	\$1,694	\$1,775
1/4 Page	3.4375" x 4.875"	\$930	\$1,128
Business Card	3.4375" x 2.125"	\$484	\$594

PREMIUM POSITIONS

Inside Front Cover	Full Page Dimensions	\$3,394	\$3,735
Inside Back Cover	Full Page Dimensions	\$3,218	\$3,548
Outside Back Cover	Full Page Dimensions	\$3,548	\$3,845

Rates include full colour and ad design services.

FALL/WINTER 2021 DEADLINES

PUBLISHING	BOOKING DEADLINE	MATERIAL DEADLINE
WEDNESDAY, DECEMBER 8	TUESDAY, OCTOBER 26	FRIDAY, OCTOBER 29

CANCELLATION DEADLINE: Friday, October 29, 2021.

Payment in full will be required for any reserved space that is cancelled after this deadline.

CONTACT US

Advertising Inquiries:
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EXCLUSIVE TO MEMBERS ONLY: SPONSORED CONTENT

Do you have a story to tell? A sponsored content story is a creative and effective way to connect with readers in a format that is both compelling and informative. MBiz will provide a writer, photographer and designer to work with you to create a positive and professional article about your business.

TWO-PAGE SPREAD \$4,758
(16.25" w x 10.875" h)

FULL PAGE \$3,174
(8.125" w x 10.875" h)

1/2 PAGE \$2,035
(7.125" w x 4.875" h)

BONUS ONLINE OFFER

Increase your exposure and reach a large online audience by uploading your MBiz Sponsored Content article to the Business section of winnipegfreepress.com for a period of 6 weeks.

Online Sponsored Content articles will include:

- Complete article from MBiz magazine
- A large photo
- A link to your company website

Only \$995
(valued at \$7,600)

Offer only available with purchase of a Sponsored Content article in MBiz magazine.