



BUSINESS in  
**FOCUS** 2026 MEDIA KIT

# BUSINESS in **FOCUS**

## Media Kit

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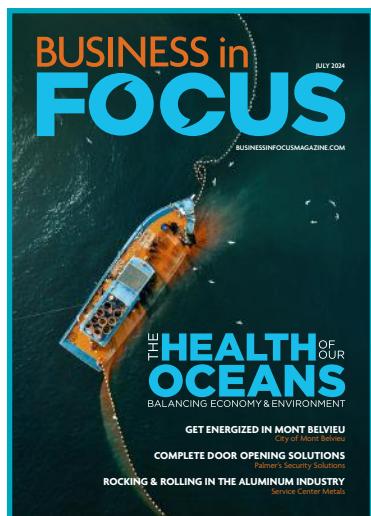
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**At Business In Focus magazine, we are dedicated to providing you with insights into the dynamic world of North American business and industry, month after month.**

Our digital platforms serve as your go-to source for staying informed about the latest developments and trends spanning the full economic landscape. Through exclusive interviews with industry leaders, we delve into the stories behind their triumphs, delivering their stories directly to you.

With a commitment to showcasing the wisdom and experiences of top enterprises throughout North America, we offer a clear and comprehensive perspective on the entire spectrum of economic affairs. At FMG Publishing Inc., we are dedicated to bringing the intricate tapestry of North American business into focus.



FMG Publishing Inc. is the parent company of industry focused trade publications - Business in Focus, Construction in Focus, and Manufacturing in Focus.

Our publications are your premier source for insights into North American business and industry. Through exclusive interviews and in-depth articles, we keep you informed about industry trends, success stories, and challenges. From board-rooms to factory floors to arenas for public policy, we shine a light on the stories that impact you.

# Your Storytelling Partner

Our publications are published both as online magazines and high-quality, printed hard copies. By publishing online, we are able to extend readership beyond simply a one-month cycle, keeping our articles available and Google indexed for a minimum of two years. We never hide our content behind a subscription paywall, so our clients and readers can easily access and share content and reach the widest possible audience. We print and distribute a full gloss printed edition every month, and provide a complimentary copy to each of our valued feature companies and advertisers.

We also work closely with our content partners to create a digital standalone brochure with a custom front and back cover, a powerful, independent marketing tool that allows you to directly reach your audience with your company's story and any talking points you'd like to highlight.

## The Advantages We Bring

**1**

An approach we've perfected over 12 years in business, informed by consistent leadership and core values.

**2**

Digital marketing resources (brochures, QR code graphics, etc.)

**3**

Relevant B2B networking opportunities.

**4**

Quality storytelling, design, marketing, and exposure.

**5**

Fresh and modern design and media layouts.

**6**

Working with a professional and dynamic team dedicated to showcasing the best in each client's story.

# What You Will Receive

- 1** A focused interview with an experienced member of our writing team, scheduled at your convenience with interview questions available in advance.
- 2** A professionally written and edited article, created by our in-house design team.
- 3** A standalone brochure version of your story in PDF and digital formats.
- 4** An opportunity to proofread the draft copy and make any desired changes.
- 5** The freedom to share your story in its brochure format, with no restrictions.
- 6** A story that is guaranteed to be freely accessible for at least two years following publication on our website.

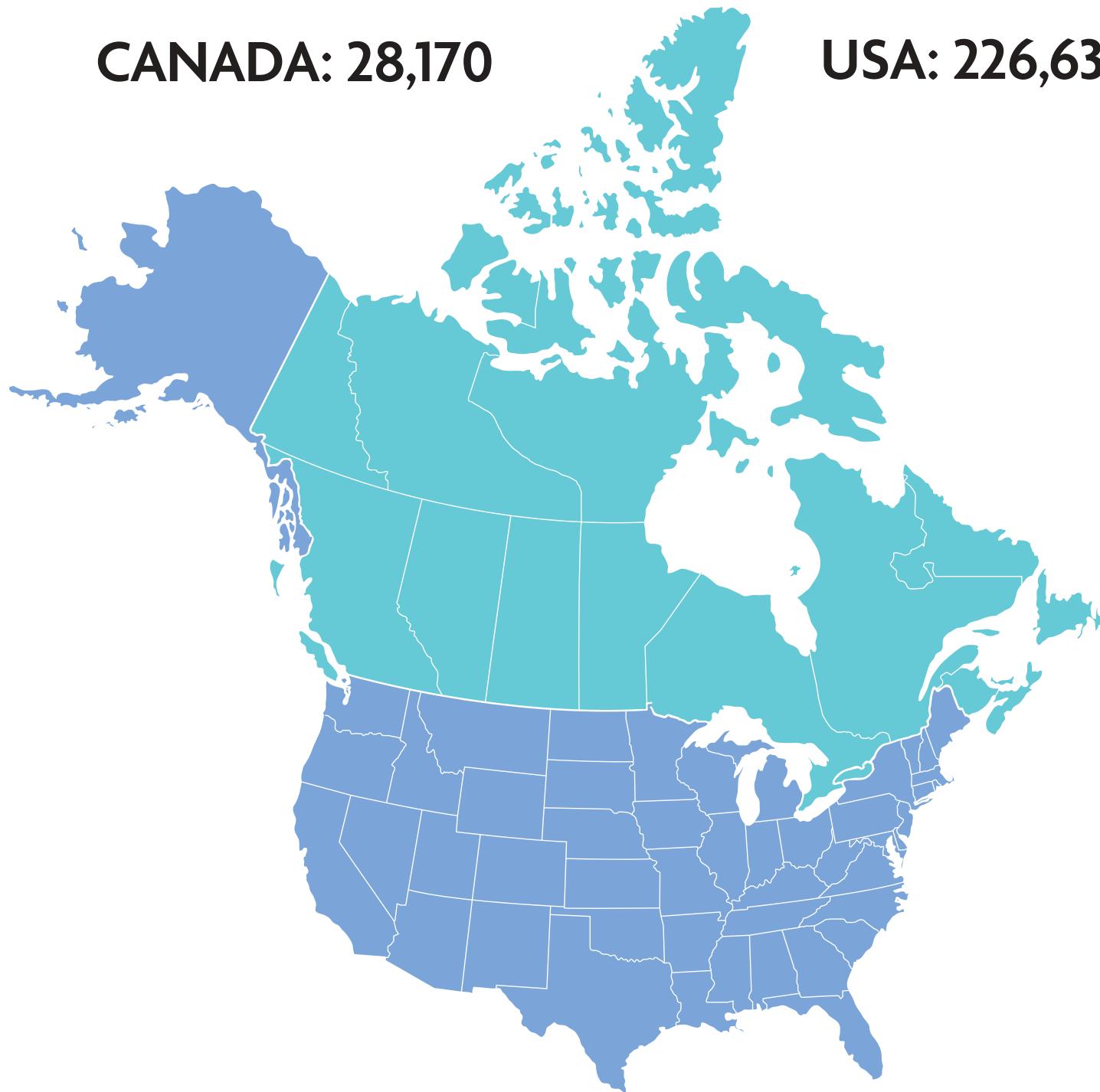


**READERSHIP:**  
**254,800**

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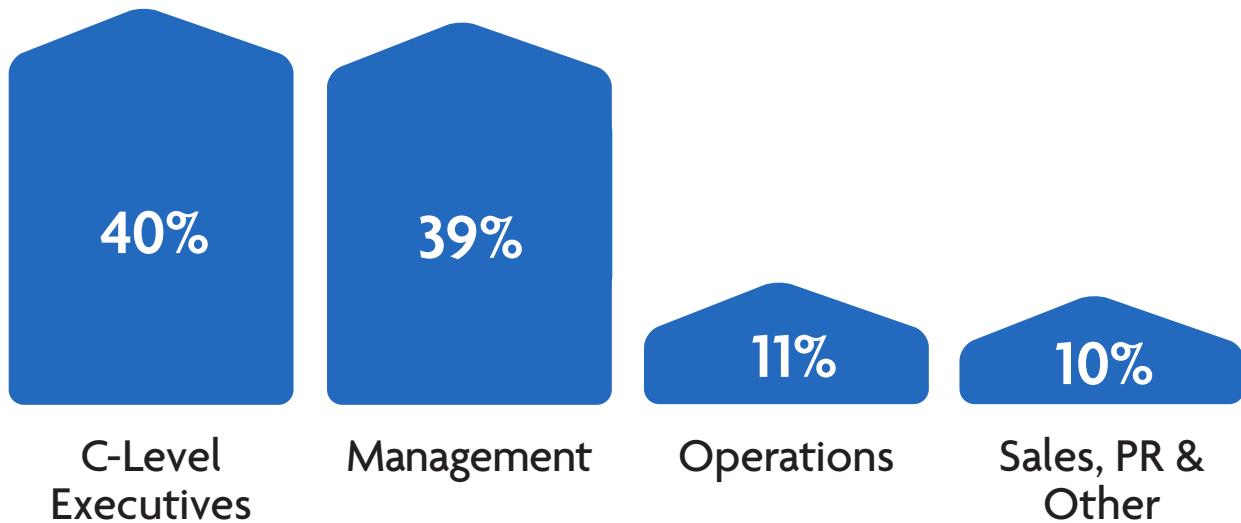
**CANADA: 28,170**

**USA: 226,630**

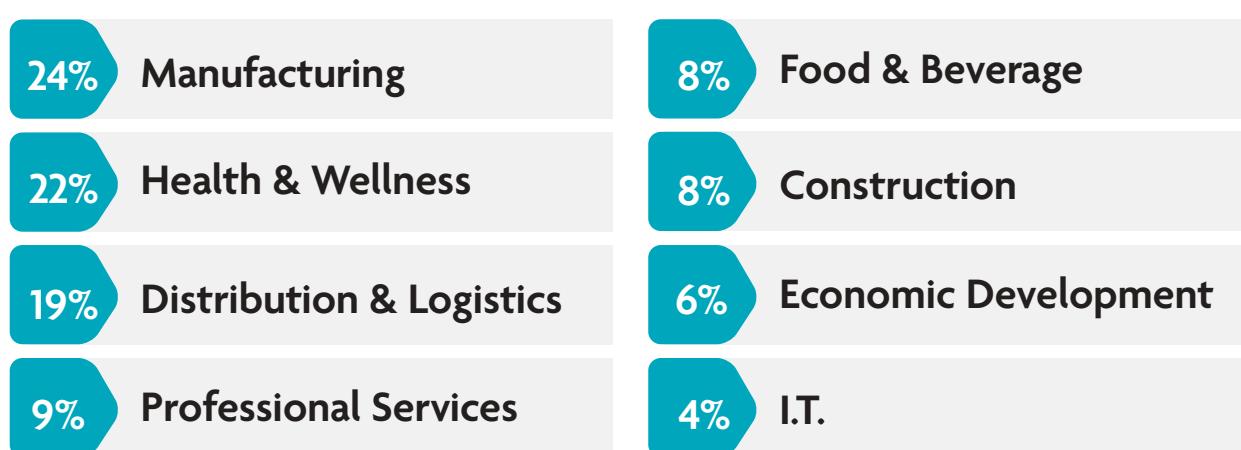


# ONE OF NORTH AMERICA'S LEADING B2B TRADE PUBLICATIONS.

## Titles



## Industries



Mitch Leathers, Senior Director of Communications  
**SNA Displays**

“We have worked with the Business in Focus team on two articles now, and both experiences have been great. While the process has been simple and straightforward, the team has also been very flexible and receptive to input to make the articles more appropriate and accurate. Everyone has handled the sponsorship aspect of each project delicately with our partners and vendors. Additionally, the brochure created by your team is a ready-made and useful marketing tool for us to reach various target markets. Overall, we really appreciate all the work that was produced.”



## “REACH VARIOUS TARGET MARKETS”

Lauren Nowicki, Chief Communications Officer  
**Dacon Corporation**

“I'd like to express my great appreciation to you, Allison and the team for another productive endeavor. What is immediately apparent in working with FMG is the enthusiasm, dignity and grace their team brings to each project. The open collaboration between our organizations was tangible, enabling a highly technical story to come to life. Thank you for the attention you gave to our client and project. We look forward to future projects with you.”



## “OPEN COLLABORATION BETWEEN ORGANIZATIONS”

Sue Burt, Marketing Director  
**Burt Process Equipment**

“Everyone in your organization that I interacted with was responsive and professional. I was particularly impressed with the way your writer was able to use my input to produce an extremely well-written and accurate piece. Also important to me was the professional and non-intrusive way your advertising team reached out to our suppliers for support. We truly appreciated partnering with Business in Focus and look forward to using the article as a means of promoting our business and company culture to a larger audience.”



## “NON-INTRUSIVE WAY [OF REACHING OUT TO] OUR SUPPLIERS”

Naomi Nikolas, Digital Marketing Coordinator  
**Automated Systems Design | ASD**

“Scott and the entire team from FMG have shown nothing but professionalism during our time together. They provided timely updates on where we were at in the process and gave clear action items for us to complete. This made our workload virtually nonexistent, which you would never guess when looking at the finished product. Describing our business and what we do can be very challenging, but their team was able to simplify it in terms that anyone can understand. We would recommend Scott, Business in Focus, and the FMG team to anyone. Hopefully, our teams will have the opportunity to collaborate again in the future.”



## “WORKLOAD VIRTUALLY NON-EXISTENT”

## WHO WE'VE WORKED WITH



## ASSOCIATIONS & PARTNERSHIPS

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Recycled Materials  
Association  
*Sustainable. Resilient. Essential.*



Arizona Association for  
Economic Development





- Atlantic Tours & Travel
- Air Canada
- Tourism Industry Association of Ontario
- City of Welland, Ontario
- Confederation Centre of the Arts, Charlottetown, P.E.I.
- The Growth of Patio Dining in North America
- Red Deer Regional Airport
- North Cape Coastal Drive
- Celebrating Canada's Indigenous Entrepreneurship
- Edmundston Madawaska Tourism Office
- Town of New Glasgow, Nova Scotia
- How the Hotel Industry Is Taking Hospitality to the Next Level
- Tourism Industry Association of Prince Edward Island
- Tourism Industry Association of New Brunswick
- Halifax International Airport Authority
- Tourism HR Canada
- GreenStep



## COMING BACK STRONG

TIAC AITC

Written by Robert Heskewky

About a century after its founding, the tourism industry in Canada was in decline. The Tourism Industry Association of Canada (TIAC)—now the Association of Canadian Travel Agencies (AITC)—remained dedicated to its vision and mission, leading Canada's tourism industry to be the most competitive in the world. In 1993, TIAC was renamed AITC, and its mission “Ensuring its global competitiveness as an international destination through leadership and advocacy”

The history of the organization goes back to 1930 when it was known as the Canadian Travel Association. One of the country's first tourism associations, it was renamed TIAC in 1957 as the Travel Industry Association of Canada. Encouraging travel to and within Canada, the newly named TIAC was committed to increasing the economic and social benefits of travel and tourism for all Canadians, promoting the

growth and development of travel services within the country, and increasing the awareness of all levels of government about the economic and social benefits of travel and tourism to the well-being of Canada.

About 20 years later, the marketing portion was carved off and a pledge was made to the Prime Minister of Canada at the time that TIAC would do everything possible to ensure the Canadian Tourism Commission (now Destination Canada) became reality by 1993.

Today, TIAC and Destination Canada continue to work together to ensure the Canadian tourism industry remains a destination of choice.

Continuing to grow, TIAC has

a base of over 600 members and thousands of affiliate members across Canada. This encompasses everything from large national associations to small local tourism bureaus to small enterprises, all contributing to the vitality of our travel and tourism sector.

Under the experienced leadership of President and CEO, Michael J. Heskewky, TIAC continues to work to serve the success and prosperity of Canada's tourism sector, and to all, Canadians. An important part of the Canadian tourism industry, TIAC is the second-largest contributor to gross domestic product (GDP) at \$40 billion a year, topped

only by oil and gas. Before COVID, the nation's tourism industry was responsible for 1.8 million jobs and worth \$105 billion to the Canadian economy.

Since the start of the pandemic, the travel and tourism sector has taken a beating like no other. All related industries, from airlines to hotels, and entertainment venues to restaurants, experienced significant challenges, including closures, safety protocols such as occupancy limitations and social distancing, and many other problematic issues.

Today, over three years since the first reported cases of COVID-19, the tourism industry Association of Canadian Travel Agencies (AITC) is working on behalf of its members in travel and tourism.

In 2021, some of TIAC's successes included the paving of Bill C-21 in late December. This new support—the result of months of advocacy by TIAC and its members in the travel and tourism industry, the “Hometown Sector,” would continue to receive wage and benefit increases, as well as thousands of jobs from disappearing.

That year also saw other advocacy initiatives, as TIAC worked with industry partners.





## Arizona Association for Economic Development

- ACO
- GNM Companies
- City of Chandler, Arizona
- Town of Gilbert, AZ
- Town of Sahuarita, AZ
- Pinal County, AZ
- City of Tempe, AZ
- Cochise County Economic Development
- Town of Fountain Hills, AZ



- IOA Healthcare Furniture
- Dauphin Americas
- Ghent
- Symbiote
- Spec Furniture
- Special-T
- ESI



## QUARTER ONE



**JANUARY**

Lessons from the Non-profit Sector

The Future of Retail



**FEBRUARY**

Home Security for the Modern Age

Shades of Green



**MARCH**

Small Business & Tourism in Canada

Keeping Cold

WE HELP OUR  
RELATIONSHIPS  
STORY!

## QUARTER TWO

**APRIL****Family Matters**

Self-Care for Self-Starters

**MAY****Supply Chain Challenges**

The (Alternative) Meat Market

**JUNE****Restaurant Wins & Woes**

Winning Big

CLIENTS BUILD  
BRIDGES THROUGH  
TELLING.

# Your Advertising Partner

Our philosophy is simple: the effectiveness of advertising thrives with reach and sustained exposure. At FMG Publishing Inc., your advertisements will enjoy extensive visibility through our monthly print and digital editions, as well as a sustained presence on our website where they will be featured for a minimum of two years. Partnering with us means access to our skilled in-house design team who can craft your advertisement at no extra cost. Plus, unlike other publications, you retain full reproduction rights for your custom advertisements beyond our platform.

At FMG Publishing Inc., it is our business to help promote your business. Our subscriber base is one of the strongest in the North American market, giving your ads a broad reach at a competitive price. Our informative corporate profiles and thought-provoking features grab the interest of both vendors and potential clients, bringing the two together in a winning combination for advertisers.



## INTEC Energy Systems

Everybody at INTEC Engineering GmbH who was involved in the cooperation with you regarding the placement of our ad within the Polyplex publication was pleased with the way we worked together and appreciated your support and quick responses to our questions and requests. Most of all, we were glad about your free of charge advertisement design service which was a big help for us in a busy time and with a tight schedule. And when we could only send you our picture rather late and then also had some last-minute requests for modifications, we valued a lot that all of this wasn't a problem for you. We are definitely looking forward to working with you again when the opportunity arises.

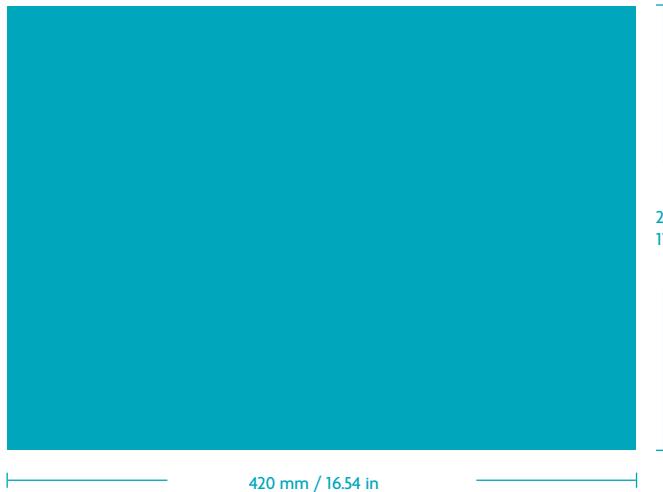
Nicole Merz, Sales and Marketing





# Double-Page Ad

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

420 mm x 297 mm | 16.54" x 11.69"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

# BUSINESS in FOCUS

Here are some examples of double-page ads in previous editions. Click to view within the magazine.



# Full-Page Ad

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

210 mm x 297 mm | 8.27" x 11.69"

Ensure a 3mm/.4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

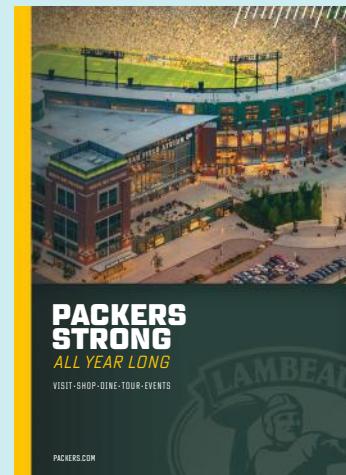
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

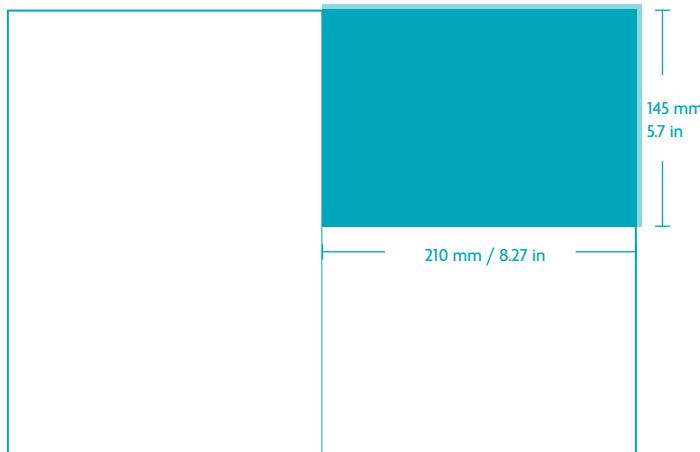
## BUSINESS in FOCUS

Here are some examples of full-page ads in previous editions. Click to view within the magazine.



# Half-Page Ad (Horizontal)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

210 mm x 145 mm | 8.27" x 5.7"

Ensure a 3mm/.4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

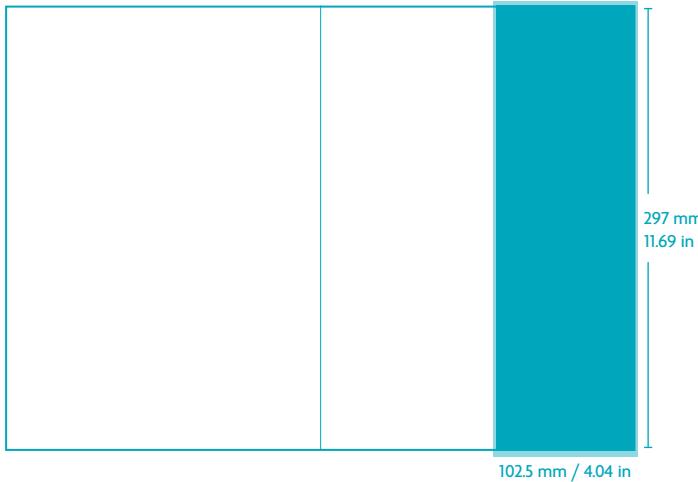
## BUSINESS in **FOCUS**

Here are some examples of half-page horizontal ads in previous editions. Click to view within the magazine.



# Half-Page Ad (Vertical)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

102.5 mm x 297 mm | 4.04" x 11.69"

Ensure a 3mm/ .4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

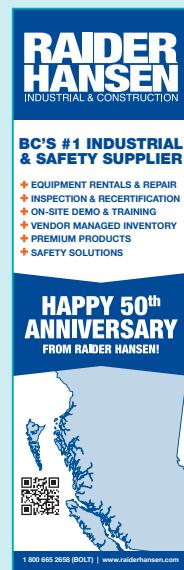
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

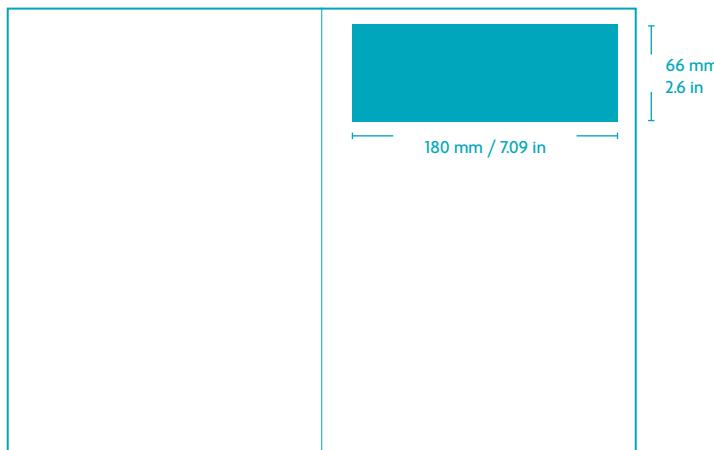
## BUSINESS in **FOCUS**

Here are some examples of half-page vertical ads in previous editions. Click to view within the magazine.



# Quarter-Page Ad (Horizontal)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

180 mm x 66 mm | 7.09" x 2.6"

Ensure a 3mm/.4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

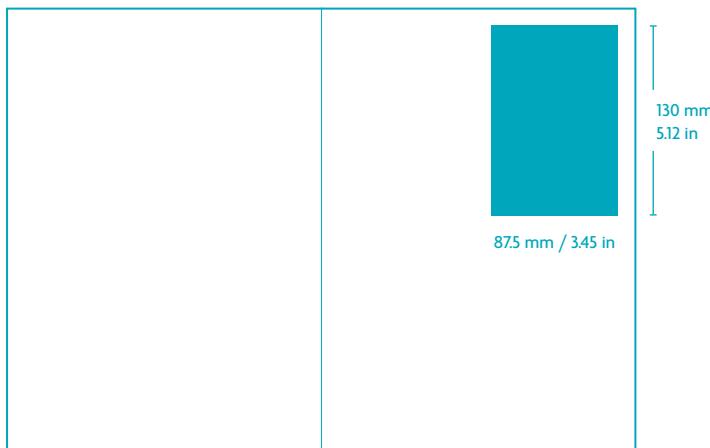
# BUSINESS in FOCUS

Here are some examples of quarter-page horizontal ads in previous editions. Click to view within the magazine.



# Quarter-Page Ad (Vertical)

All ad bookings include the design of your advertisement by our in-house design team. We will work with you to develop artwork for your ad space at no additional cost.



## Size

87.5 mm x 130 mm | 3.45" x 5.12"

Ensure a 3mm/.4in document bleed is included on all sides.

## File Format

PDF - JPG - INDD - PSD - AI

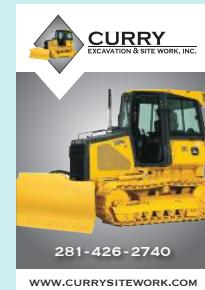
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

## BUSINESS in **FOCUS**

Here are some examples of quarter-page vertical ads in previous editions. Click to view within the magazine.



CONTENT DEVELOPMENT	SALES
cd@fmgpublishing.com 857-297-9360	sales@fmgpublishing.com 902-298-1036
PRODUCTION	ACCOUNTS
production@fmgpublishing.com 647-479-2164	accounts@fmgpublishing.com 647-479-2163
DESIGN	GENERAL INQUIRIES
design@fmgpublishing.com 647-479-2164	info@fmgpublishing.com 647-479-2163

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LinkedIn [@Business in Focus Magazine](#) | Instagram [@businessinfocsmagazine](#)

300-7071 Bayers Road, Halifax, Nova Scotia B3L 2C2 Canada

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**EXPLORE OUR OTHER PUBLICATIONS.**

CONSTRUCTION in  
**FOCUS**

MANUFACTURING in  
**FOCUS**