



BUSINESS in  
**FOCUS** 2025 MEDIA KIT

# BUSINESS in **FOCUS** Media Kit

## INDEX

- 3. About Us
- 4. Your Storytelling Partner
- 6. Key Stats
- 8. Testimonials
- 10. Who We've Worked With
- 12. Key Partnerships & Associations
- 14. Editorial Calendar
- 16. Your Advertising Partner
- 18. Advertisement Spec Sheets
- 24. Contact Us



**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 boardrooms 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.

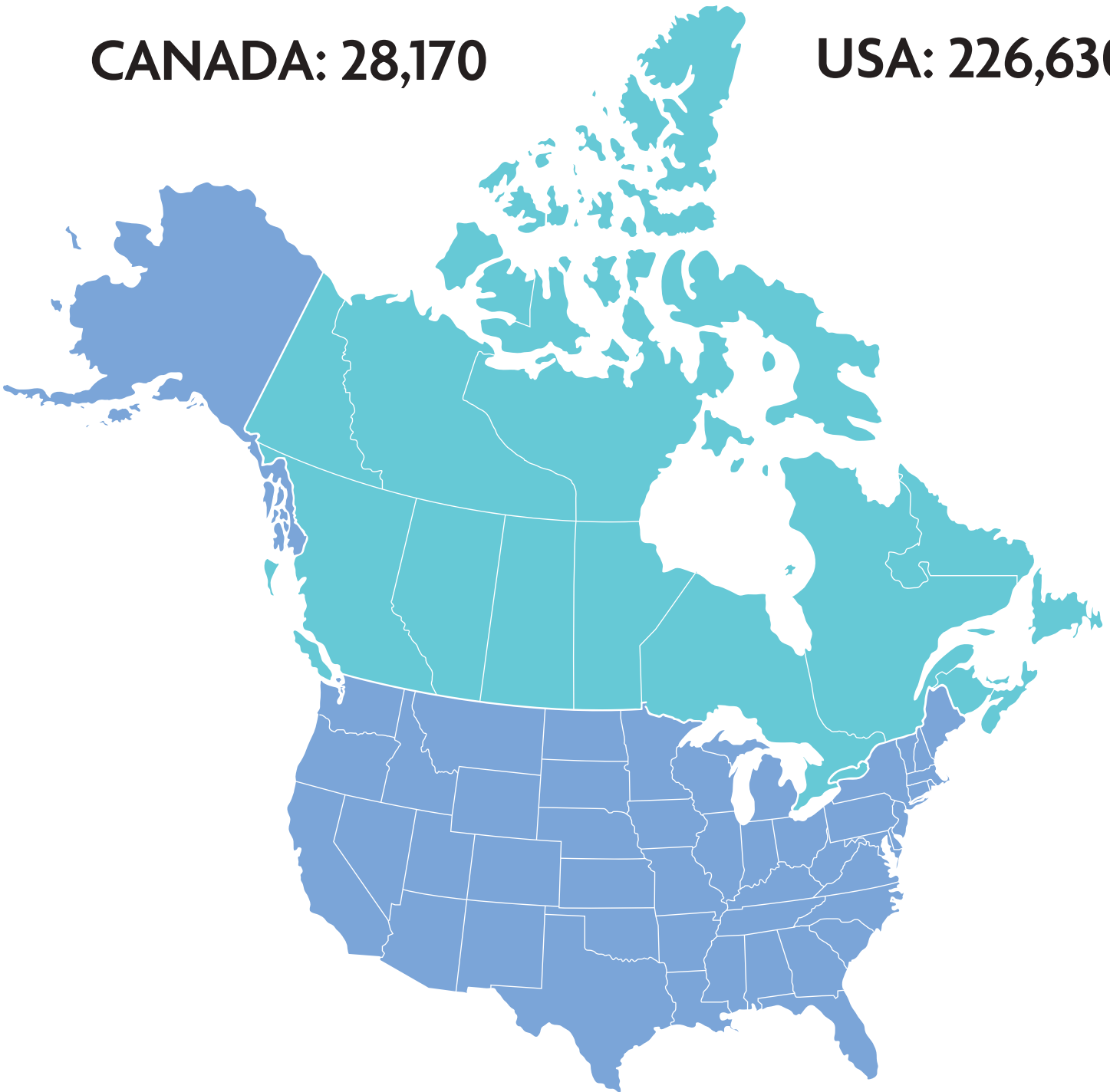


# READERSHIP: 254,800

---

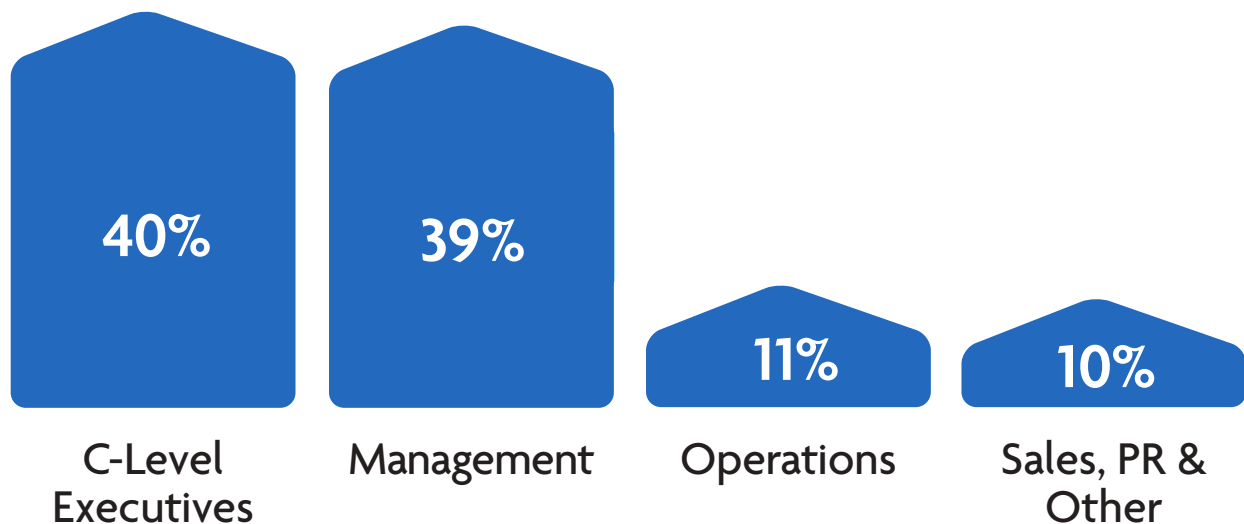
**CANADA: 28,170**

**USA: 226,630**

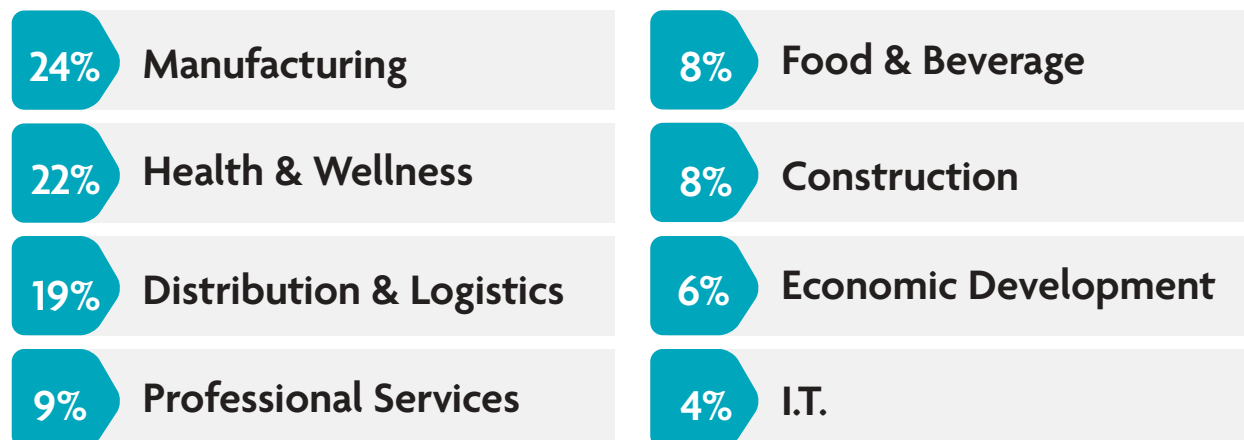


# ONE OF NORTH AMERICA'S LEADING B2B TRADE PUBLICATIONS.

## 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

---



# TIAC AITC

- 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 Hradsky**

**A** hundred years after its founding, the Tourism Industry Association of Canada (TIAC) is celebrating its 100th anniversary. In 1922, the industry association was established as the Canadian Tourist Association. One of the nation's oldest member-based organizations, it was rebranded in 1972 as the Travel Industry Association of Canada.

The history of the organization goes back to 1922 when it was known as the Canadian Tourist Association. One of the nation's oldest member-based organizations, it was rebranded in 1972 as the Travel Industry Association of Canada.

Recognizing travel is vital to 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 awareness at 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 create the Canadian Tourism Commission.

Since then, TIAC has become a reality by 1995.

Today, TIAC and Destination Canada work hand-in-hand ensuring Canada is marketed as a world-class destination.

Continuing to grow, TIAC has a base of over 600 members and thousands of affiliate members across Canada. This encompasses everything from large national and multinational companies to medium and small enterprises, all contributing to the vitality of our travel and tourism sector.

Under the experienced leadership of President and Chief Executive Officer Beth Foster, TIAC continues to strive for the success and prosperity of Canada's tourism sector, and, as all Canadians, an important economic contributor to Canada's national and global contribution 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 13 million jobs and worth \$100 billion in total economic activity.

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 impacts of one degree or off again. Industry safety protocols such as mandatory mask-wearing and social distancing, border closures, and many other pandemic measures, over three years, were the first reported cases of COVID-19, the Tourism Industry Association of Canada continues working on behalf of its members in travel and tourism.

In 2021, some of TIAC's successes included the passing of the 2021 CTA Act. This new legislation, the result of months of advocacy, helped to ensure that the country's tourism industry, the backbone of the nation's economy, would continue to receive major and sustained support from the government.

This year also saw other major legislative initiatives, as TIAC worked with industry partners





- 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

# BIFMA

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

**Emphasis on education**

AACED's Academy of Arizona Educators and certifies the state's economic development professionals. "We recently got feedback that program," says Kelly, "has been successful in a range of other areas." Coates gives an introduction for professional and economic development in Arizona as well as in-depth studies in business, operations, and operations. Faculty, finance and systems, entrepreneurship and business development, marketing, and workforce development. AACED also provides a range of other services to its members, including a career center and one-on-one coaching. "It is important to AACED that all of our partners have a great degree of economic development programs and how they play out in Arizona."

In addition, a new mentoring program is helping to bring the skills of young economic development professionals. "We are pairing up people who are either new and older or who have been in the profession for a while. The goal is to help economic development professionals get up to speed. There's something a little getting to know each other, getting to know what you're doing, getting to know what you're doing, getting to know what you're doing."

**Written by Claire Davine**

Arizona has a remarkable track record when it comes to economic development. In fact, the International Economic Development Council (IEDC) recently named the State of Arizona Economic Council the top economic development organization in the entire world. "After all, we've got such talent," says Arizona Association for Economic Development (AAED) Executive Director Camille Kelly.

But Arizona is not resting on its laurels. In the state's current race to attract the most responsible economic development, AACED is set to lead a new AACED-accredited economic development program through professional education, public policy and collaboration. "Our organization is always available to help you play your role," says Kelly. "We all work together and everyone can share ideas and best practices."

**Arizona Association for Economic Development**

**BUILDING Arizona's Economy**

**BIFMA**

**Strengthening the Commercial Furniture Industry**

**ADVOCATING FOR INNOVATION, SUSTAINABILITY, & EDUCATION**

**Written by Joe Nickson**

Meeting its 50th anniversary, the BIFMA International - the Business and Institutional Furniture Manufacturer Association - plans to host its 2023 by celebrating the milestone at a virtual 50th Leadership Conference at The Ritz-Carlton on Arizona Island January 2023. The conference is BIFMA's signature event, bringing industry leaders together around current topics facing the industry.

The association was founded 50 years ago and its mission is to advance safety and performance standards for the furniture industry. BIFMA's mission is to manage and develop furniture standards that ensure safety, ergonomics, health, sustainability, and performance. The organization further provides market data, thought leadership, and industry outreach including the significant influence resulting from its program activities.

First and foremost, our role is to maintain the industry standards that define safety and promote performance for the furniture industry. These standards provide customers and designers who specify furniture the ability to make confident procurement decisions in the furniture that they select," explains President and Chief Executive Officer, Dennis Aronow.

BIFMA further understands that the relationship between interior design and furniture design is collaborative and addresses the design and innovation that the members contribute to the evolution of the built environment.

Not only is the association a resource for the industry itself, but BIFMA is also highly valuable to the marketplace community who depend on the furniture industry. The association's research provides both customers and designers with the resources to distinguish and identify furniture products that conform to industry standards. BIFMA also offers its LEED certification program to clearly identify furniture products that have an environmental, environmental, social, and health and well-being focus.

"While interior design creates the aesthetic, and education of a space furniture defines the space. By value of its function and tactile connection to people who use the space, furniture plays a significant role in the human experience," says Aronow.

BIFMA is accredited by the International Standards Organization (ISO) to certify the furniture industry against the ISO 9001:2015 International Standard for Quality Management Systems. BIFMA is also a member of the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC).

"Heightened by the pandemic, BIFMA is elevating two existing guidelines into standard. The furniture surface cleaning standard addresses the focus placed on cleaning, sanitizing, and disinfecting surfaces without destroying materials."

As highlighted by the pandemic, BIFMA is elevating two existing guidelines into standard. The furniture surface cleaning standard addresses the focus placed on cleaning, sanitizing, and disinfecting surfaces without destroying materials. The purpose of this standard is to protect products, as well as the health and safety of people, by providing clear guidance on how to clean and disinfect furniture surfaces without destroying materials. The standard is being created to address the need for clear guidance on how to clean and disinfect furniture surfaces without destroying materials. The standard is being created to address the need for clear guidance on how to clean and disinfect furniture surfaces without destroying materials.

Always added in recent years, BIFMA standards also comprise BIFMA's other International Furniture Standards. BIFMA is active in the International Standards Organization (ISO) and the International Electrotechnical Commission (IEC) and helps to develop and maintain standards for furniture products. BIFMA is also a member of the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC).

One standard that is moving in the direction of the AIAA BIFMA is furniture sustainability standard. Europe's standard, managed by ISO, addresses it and the new group are collaborating on their respective standards. BIFMA is also a member of the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC).

BIFMA manages 20 standards and guidelines for large-scale design, design, and furniture design. In addition to product standards, there are non-product standards and guidelines for ergonomics, sustainability, health, and labor measurement.

**50 YEARS**



### Entering the Hybrid Era

Canadian Real Estate,  
Immigration and Interest Rates



### Health Care: What Does the Future Hold?

Diversity in Ownership, Diversity  
in the Workforce



### The RV Industry

Aged Care



### Riding Out the Storm

Travel and Tourism



TBD



TBD



**APRIL**

**Beyond Batteries**

Family and Business



**MAY**

**AI in Telecom**

Trade Between Nations



**AUGUST**

**Investing in Education**

Smart Marketing and Privacy



**SEPTEMBER**

**Urban Planning**

Festivals and Fairs

**DECEMBER - JANUARY**

TBD

# 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

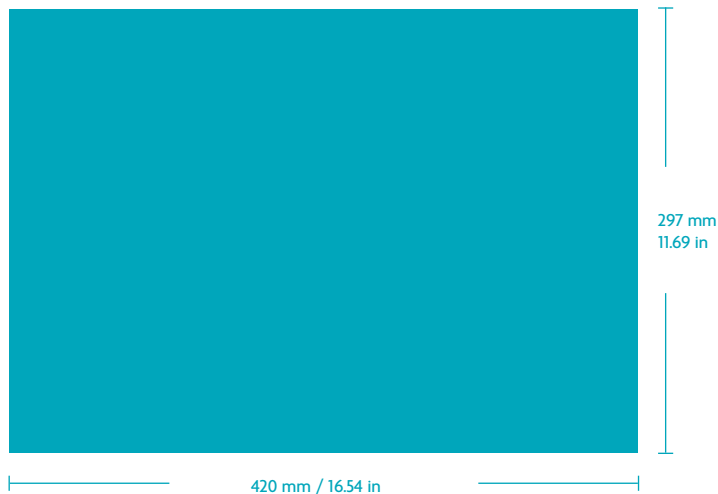






# Double-Page Ad

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

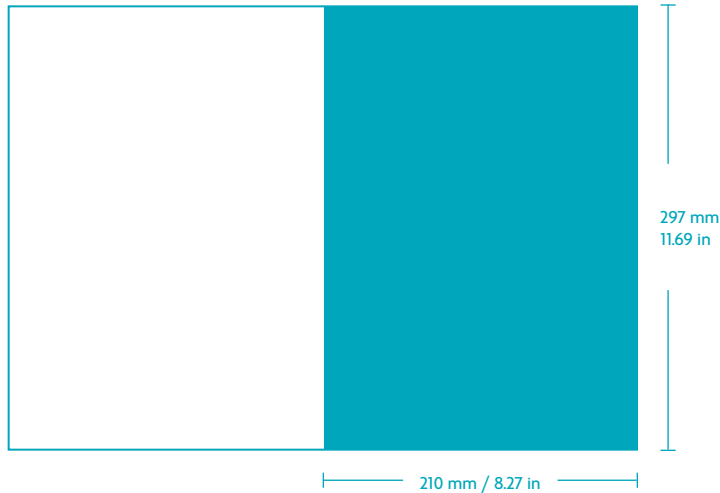
## BUSINESS in FOCUS

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

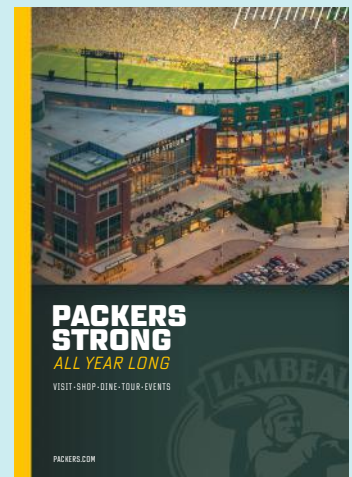
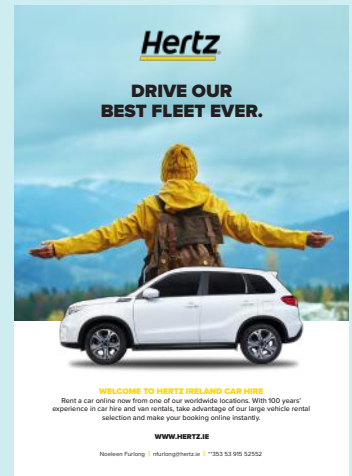
Please include all links and fonts.

### Submit to

Design@fmgpublishing.com

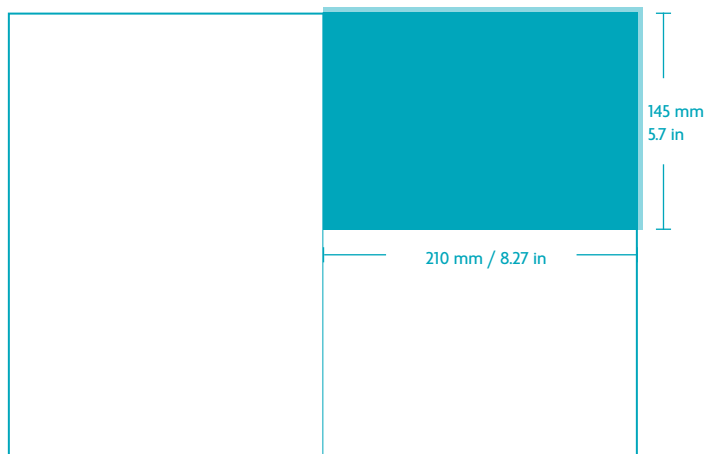
## BUSINESS in FOCUS

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

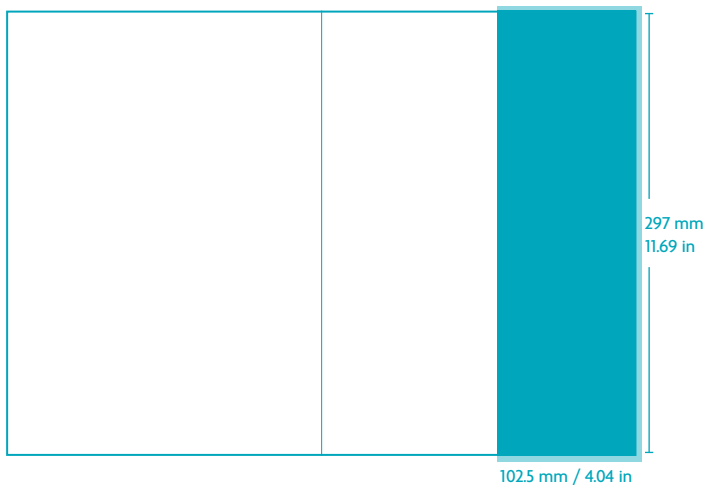
## BUSINESS in FOCUS

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

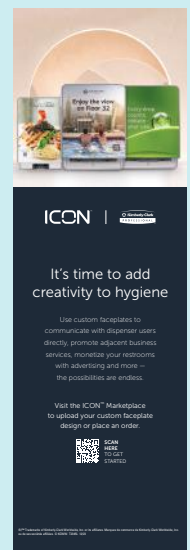
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

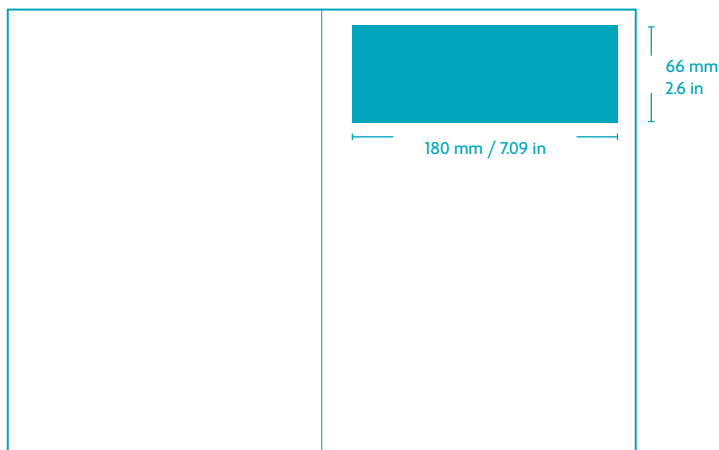
## BUSINESS in FOCUS

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

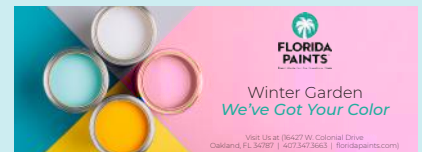
Please include all links and fonts.

## Submit to

Design@fmgpublishing.com

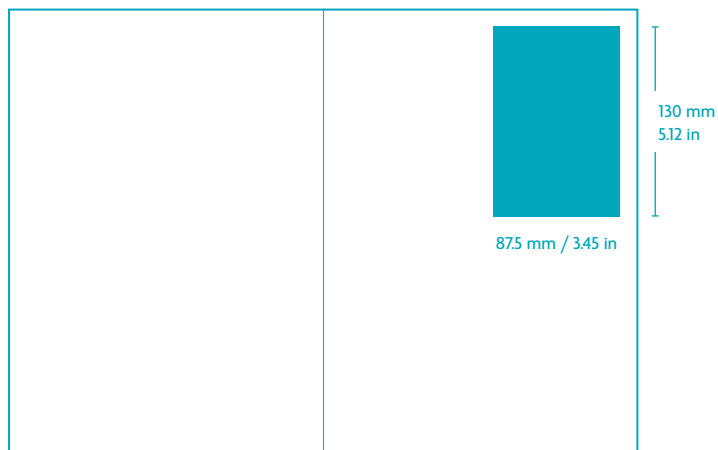
## BUSINESS in FOCUS

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

875 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**

cd@fmgpublishing.com

857-297-9360

**SALES**

sales@fmgpublishing.com

902-298-1036

**PRODUCTION**

production@fmgpublishing.com

647-479-2164

**ACCOUNTS**

accounts@fmgpublishing.com

647-479-2163

**DESIGN**

design@fmgpublishing.com

647-479-2164

**GENERAL INQUIRIES**

info@fmgpublishing.com

647-479-2163

---

[BusinessinFocusMagazine.com](http://BusinessinFocusMagazine.com)

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

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

Discover our other publications by clicking the links below.

CONSTRUCTION in  
**FOCUS**

MANUFACTURING in  
**FOCUS**