



# Business Education in Canada

## November Issue

From MBAs and EMBA's to specialty programs, this integrated content feature will explore the various options available for those who want to earn new credentials and further their education in business, as well as the latest topics and trends in business education.

Standard Booking Deadline	Material Deadline	Print Insertion Date	Digital Insertion Date
September 7, 2023	September 28, 2023	Saturday, October 28, 2023	Friday, October 27, 2023

**Integrated Content Feature or Contract Rates Apply**

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## INTEGRATED CONTENT FEATURES

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### REACH YOUR TARGET

- 2.5x more likely to be Business Decision Makers
- \$53.1 billion of purchase influence
- 72% more likely to be MOPEs
- 2.3x more likely to be Senior Managers or Owners
- 21% more likely to be business owners
- 14% more likely to be SMB business owners (<250 employees at location)

Source: Vividata Fall 2022, National, A18+, Report on Business magazine print/digital