



# Spotlight on Small Business

## October Issue

Small businesses are undeniably the heart and soul of the Canadian economy. With Small Business Month in October, this integrated feature will look at the importance of small business to our economy, the challenges they face and what it's like to be a small business entrepreneur – all while giving advertisers a chance to tell their own small business story in a compelling way as part of the larger feature.

Standard Booking Deadline	Material Deadline	Print Insertion Date	Digital Insertion Date
August 10, 2023	August 23, 2023	Saturday, September 30, 2023	Friday, September 29, 2023

**Integrated Content Feature or Contract Rates Apply**

For additional information, contact:

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## INTEGRATED CONTENT FEATURES

Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. Produced by Globe Content Studio.

### 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