

**spotlight**  
ON BUSINESS MAGAZINE

# media kit

spotlight on business magazine

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

# about us

## CONNECT – ENGAGE – INSPIRE

Our mission at Spotlight on Business is to be the voice of small and medium-sized businesses in North America. We are proud to spotlight the businesses, entrepreneurs and leaders in this sector because we understand that SMEs are key to the successful growth of any economy.

We offer a fully-interactive media experience for our featured companies and advertisers so your business stays in the spotlight.

To help you connect and stay engaged with your target audience, we have also partnered with Magzter Inc., which is the world's largest and fastest-growing self-service, cross-platform digital magazine store and newsstand with over 52 million platform readers. This gives you maximum exposure for your brand, product or service to current and potential clients while reducing our carbon footprint on the environment.

We share inspiring stories from new start-ups to businesses that have stood the test of time and the people behind their success and spotlight their challenges and successes with our readers. Having this information at your fingertips gives you the opportunity to learn from and share best practices with some of the top brands and leaders. This keeps you up-to-date on the latest trends, innovations and government policies that could affect business and industry giving you a clear view of the entire economic and business landscape.

## BUILDING BRANDS TOGETHER

Spotlight on Business takes the time to understand your business, organization or community, brand message and marketing strategy. Our goal is simple and the same as yours: to be recognized for being the best in your sector of the industry so you capture the interest of business leaders and potential clients, giving you an opportunity to grow your market.

Building a brand's exposure rate and engagement with its target audience is most effective when done over multiple channels and over a long period of time. That is why at Spotlight on Business your feature article and advertisements are featured in both our print and digital magazines and on all of our socials. Magazines and article blogs remain active on our website for a minimum of three years, guaranteeing your brand's maximum visibility to potential clients.

You will have the opportunity to work with our talented in-house creative and design team, who can help you create an impact and work with you on other marketing and promotion needs that you might have. Other publications restrict the client's use of the custom ads they create, we allow our clients to retain full reproduction rights so you are able to use all marketing material we create for your own marketing and promotional needs.

## every issue spotlights

INDUSTRY  
News

Industry  
Innovation



Business  
LEADERS

KEY BUSINESS VENDORS



GLOBAL  
BUSINESS  
NEWS

Industry Events



Featured Articles on  
Businesses,  
Organizations,  
Associations

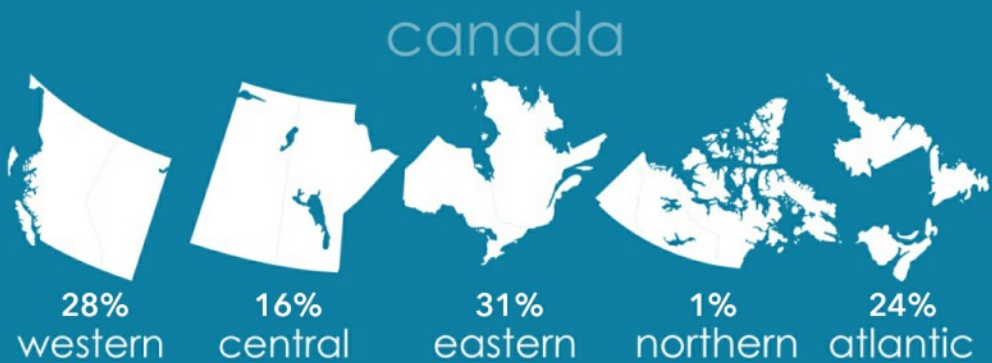
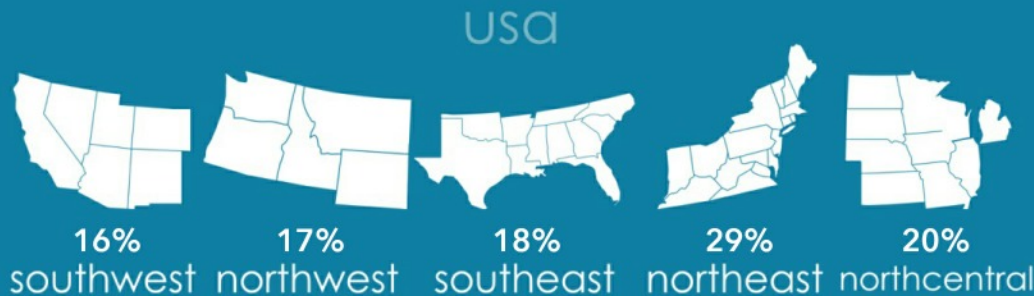


& Government Bodies

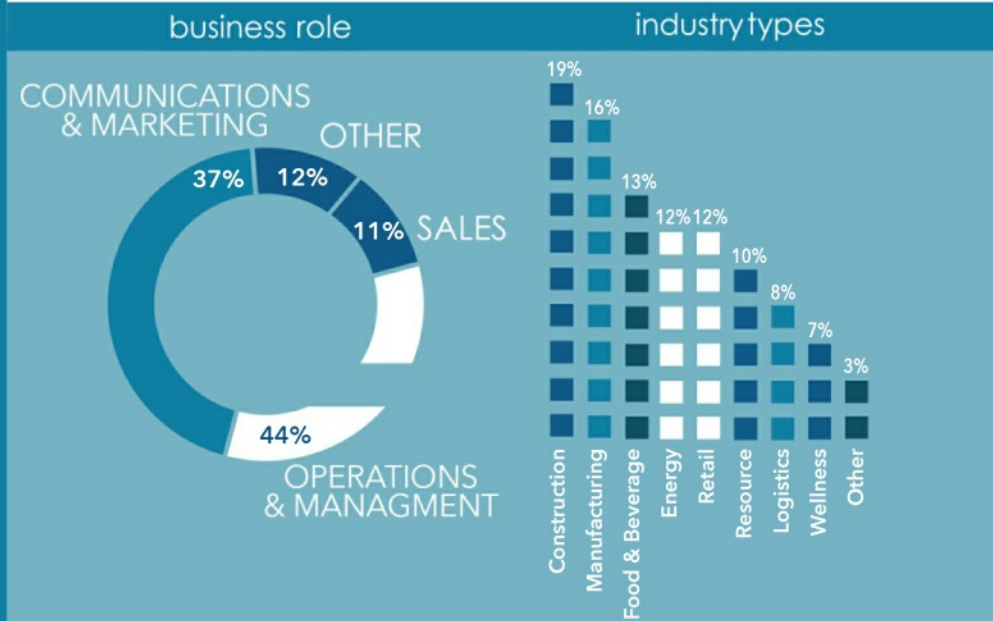
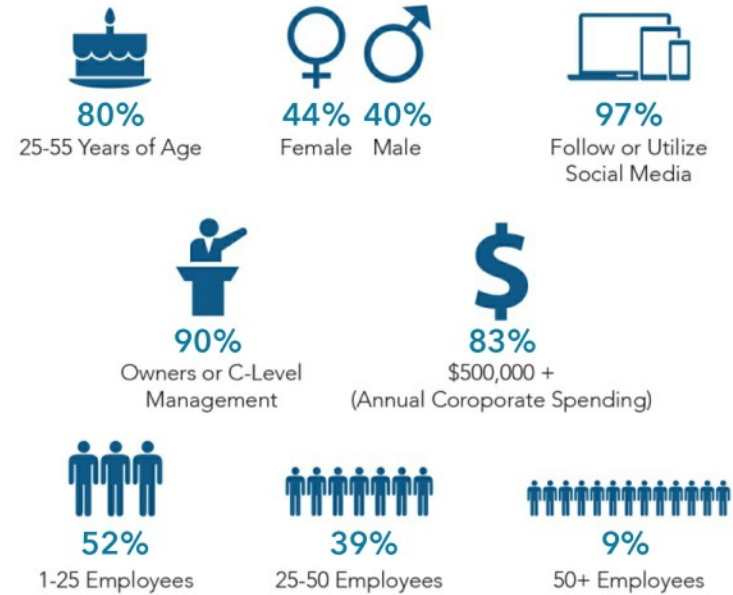
# readership

Spotlight on Business Magazine reaches and engages with influential small and medium sized businesses, entrepreneurs, business groups, associations, and all levels of government, so you can be up to date on the latest industry and business news along with feature articles on companies succeeding in today's ever changing marketplace.

We also watch for emerging trends in the economy which have an impact on your business and report them to you.



## Spotlight on Business has the most progressive and influential audience of SME business leaders



# spotlight on business spec sheet

## magazine advertising

double page  
spread

432mm x 279.5mm



full page

216mm x 279.5mm



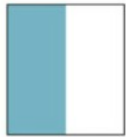
half page  
horizontal

216mm x 138.5mm



half page  
vertical

106.5mm x 279.5mm



quarter page  
horizontal

190.5mm x 61mm



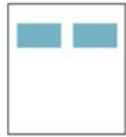
quarter page  
vertical

90.45mm x 121.5



eighth page  
horizontal

91.44mm x 55.37mm



## website advertising

headline banner / 500px x 200px



square / 260px x 260px

## ad formats

### magazine advertising

- images: 300 dpi
- high resolution only
- logos: vector format (PDF, EPS, Ai) or high resolution JPEG or TIFF

### website advertising

- GIF, JPEG, BMP, PNG or SWF
- files must be 72 dpi
- max file size: 40k
- max animation length: 15 seconds

## providing completed artwork

- finished artwork to be high resolution PDF's or JPEGS
- full color (CMYK)
- 3mm bleeds included on half, full and double page ads

Please send all ad materials / completed ads to  
[design@spotlightbizmag.com](mailto:design@spotlightbizmag.com)

# spotlight on business terms and conditions of service

The use of **Spotlight on Business, Spotlight on Business Magazine and Spotlight on Business Media** and “we” should be considered the same in regards to the statement of terms and conditions.

## Published Material Terms and Conditions

Spotlight on Business retains reproduction and alteration rights for all editorial and video materials and releases reproduction rights to all clients.

Spotlight on Business guarantees publication of all confirmed features and articles regardless of key supplier advertising or support if all required information and materials are submitted on time and in the correct format.

Spotlight on Business will make every effort to include all articles and features made available at the closing of the publication however; it is at the Editor's discretion to omit or allocate features to a different issue that would be more suitable to the spotlight of the magazine. If the interview is delayed, by no fault of Spotlight on Business, and we are unable to complete the interview prior to our production deadlines, the editor has the right to publish an article based on public domain information gathered by our research and editorial teams.

## Copyright and Privacy

All material contained in Spotlight on Business Magazine or on the website is either the property of Spotlight on Business, or rights have been obtained to use information, pictures, articles, etc. on behalf of our affiliates, subsidiaries, field journalists, other web sites and outside sources, etc. No material may be copied or used in any manner without the written consent of Spotlight on Business, Spotlight on Business Media or Spotlight on Business Magazine.

In accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA), Spotlight on Business has reviewed how we collect, use and disclose personal information for commercial activities.

The information we collect, including your name, company name, address and phone number allows us to deliver monthly issues of Spotlight on Business Magazine. We also collect industry classifications to better understand our viewers and readers and tailor our editorial content accordingly. All information is only accessible by those directly responsible for items related to content and distribution activities.

We do not make our subscriber list available or sell it to any organizations.

## Changing or Updating of Services

Spotlight on Business, Spotlight on Business Media and Spotlight on Business Magazine reserves the right to change, update or discontinue a service or feature of the Spotlight on Business Magazine web site at any time without notice. We will do our best to provide you with timely information that we feel will apply to our visitors based on our most current market information.

## Paid Advertisements

Spotlight on Business Magazine and web site will accept paid advertisements and will make every effort to accept products and services that we feel will be of interest to our readers and viewers.

Spotlight on Business, Spotlight on Business Media nor Spotlight on Business Magazine endorse, warrant or guarantee any products or services offered in the digital or printed publications, video production products or the Spotlight on Business Magazine website.

## Advertising Terms and Conditions

All material must be delivered as per advised deadlines at time of booking. Failure to meet the conditions to deliver these materials on time can result in incurring a penalty up to and including the full rate of the booked advertisement.

Any negotiated rates and conditions of advertisement are valid for the confirmed booking only. All rates quoted and agreed upon do not have applicable taxes included and they will be added at time of invoice.

## Advertising Cancellation Policy

Spotlight on Business' cancellation policy is to cover the additional design costs of the magazine's layout being redesigned or altered after being sent to production or additional production edits to video content because of a cancellation.

All cancellations must be requested in writing to [cancellations@spotlightbizmag.com](mailto:cancellations@spotlightbizmag.com).

Cancellations made in writing less than 24 hours after invoicing, are done without penalties and advertisers will be released from all commitments and if paid will receive a full refund.

Cancellations made in writing more than 24 hours after invoicing may incur, at Spotlight on Business' discretion, a penalty of 50% of the agreed rate will apply.

No advertising cancellations will be accepted by Spotlight on Business Magazine after issue has been published and or gone live on the website.

## Disclaimer

Client or assigned agency must supply material within the requested time-frame and according to the specification requirements requested by the production and design teams.

Spotlight on Business reserves the right to refuse any feature supporting or advertising material that is not within the requested time-frame and according to the specification requirements by our design team.

## Terms for Payments of Services

All advertising and advertorial quoted prices are net of all taxes. Applicable taxes will be added at time of invoice. Payment is due in full, 48 hours upon client receiving their invoice electronically. Any outstanding payments that are more than thirty (30) days after the invoice date will be subject to a 2% per month interest rate to a maximum of 26.8% per annum, unless other arrangements have been made in writing.

## Disclosure of your Personal Information

We may provide information about you to our employees and agents in order to administer any accounts, products and services provided to you by Spotlight on Business, Spotlight on Business Media and Spotlight on Business Magazine.

We will not disclose your personal information to any third party unless you have consented to such disclosure or where we are required to do so by law. Should you breach our terms and conditions or terms of use or if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, we may disclose your information to a relevant authority. This may include exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Any disclosure of personal information will be strictly controlled and made fully in accordance with current U.S. and Canadian law.