



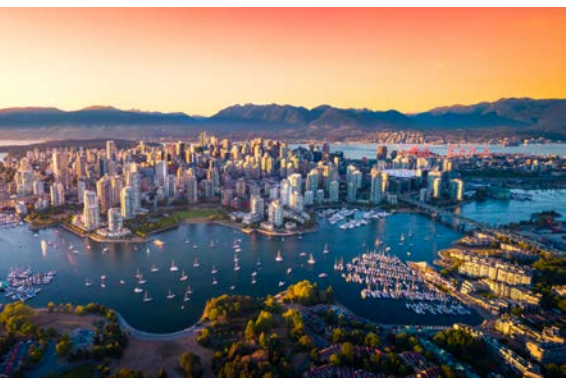
2025/2026 Media Kit



Real industry information by subject matter experts, combined with stories of success and failure to keep it real with entrepreneurs of all levels.

BUSINESS BUDDHA MAGAZINE

Our all-inclusive Canadian company respects and welcomes people from every background.



NEW VOICES FROM CANADA'S BUSINESS COMMUNITY

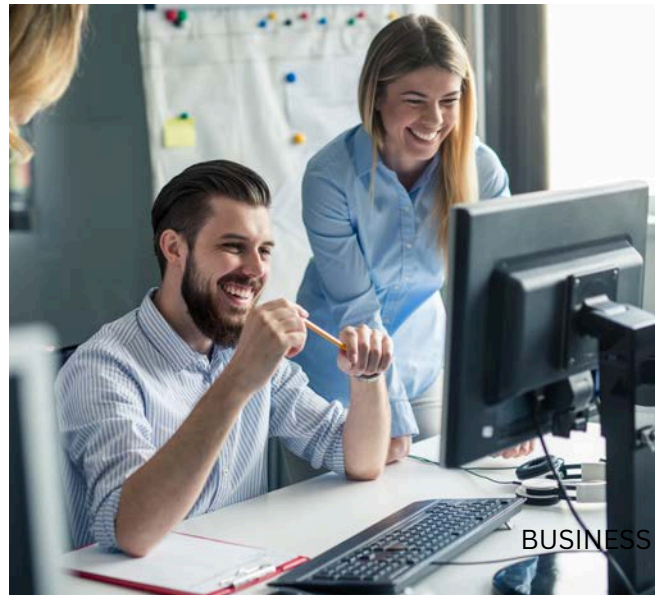


Being a Business Buddha is all about positively sharing information and support.

We value the opinions and voices of business owners from all sizes of businesses, personal and professional backgrounds, and lifestyles, as well as those of our readers, partners, and advertisers. We all matter and deserve a platform created by us for us.

That's where the content comes from; subject matter experts in various industries let us know what's happening and what's hot.

We help them bring the stories to life that our readers enjoy!



EDITORIAL TOPICS & DEPARTMENTS

We're here to discuss and share information on the everyday things all business owners and professionals think about, including:

- Growth
- Finances
- Technology
- Business Travel & Events

But there's so much more to being in business we have to deal with:

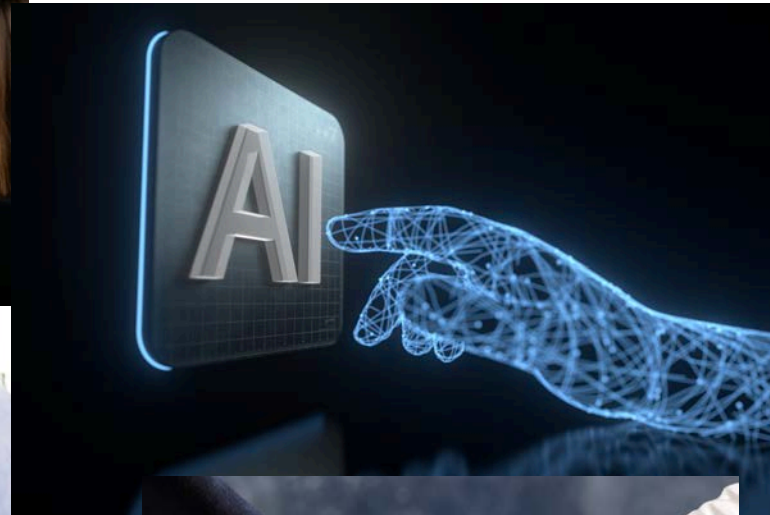
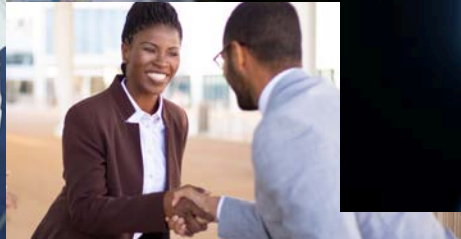
- Work-Life Balance
- Stress
- Employees
- What to wear and
- Where to spend your time, well



EDITORIAL TOPICS & DEPARTMENTS

Focusing on business first, we'll explore key topics that can change your business for the better, including the latest in:

- Sales & Marketing
- Technology
- Events that make sense
- Increasing your bottom line, even if it means spending first



EDITORIAL TOPICS & DEPARTMENTS

In each major city across Canada, and some smaller ones too, we'll explore amazing places to dine with clients or while you have some extra downtime.

We'll also find some hot spots to check out while you're travelling and places you can get a good workout to balance off the stress of travelling and being away from home!





EDITORIAL TOPICS & DEPARTMENTS

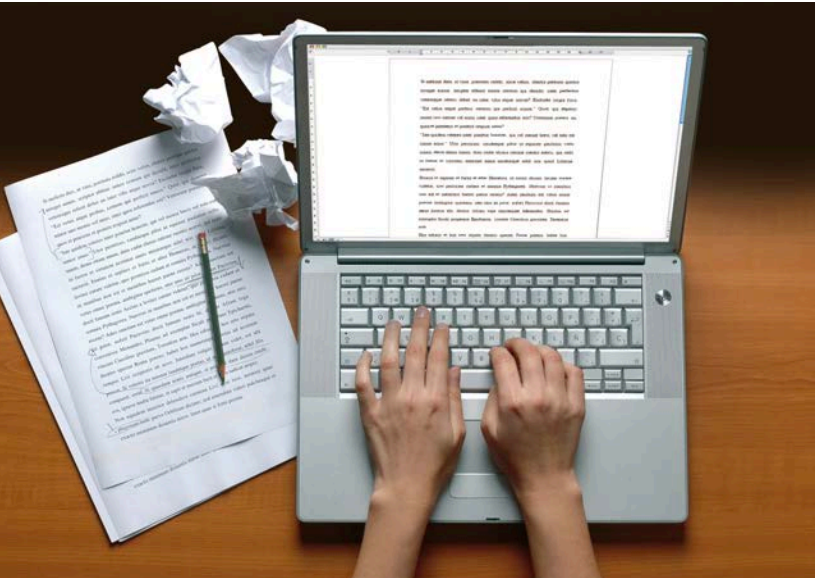
We'll also share our struggles as business owners and how to overcome them. Let's learn from those who've been through it and do things smartly before burnout sets in!

From breathing techniques to using your health spending account wisely, we'll help you get through your week, day, or sometimes just the next five minutes!



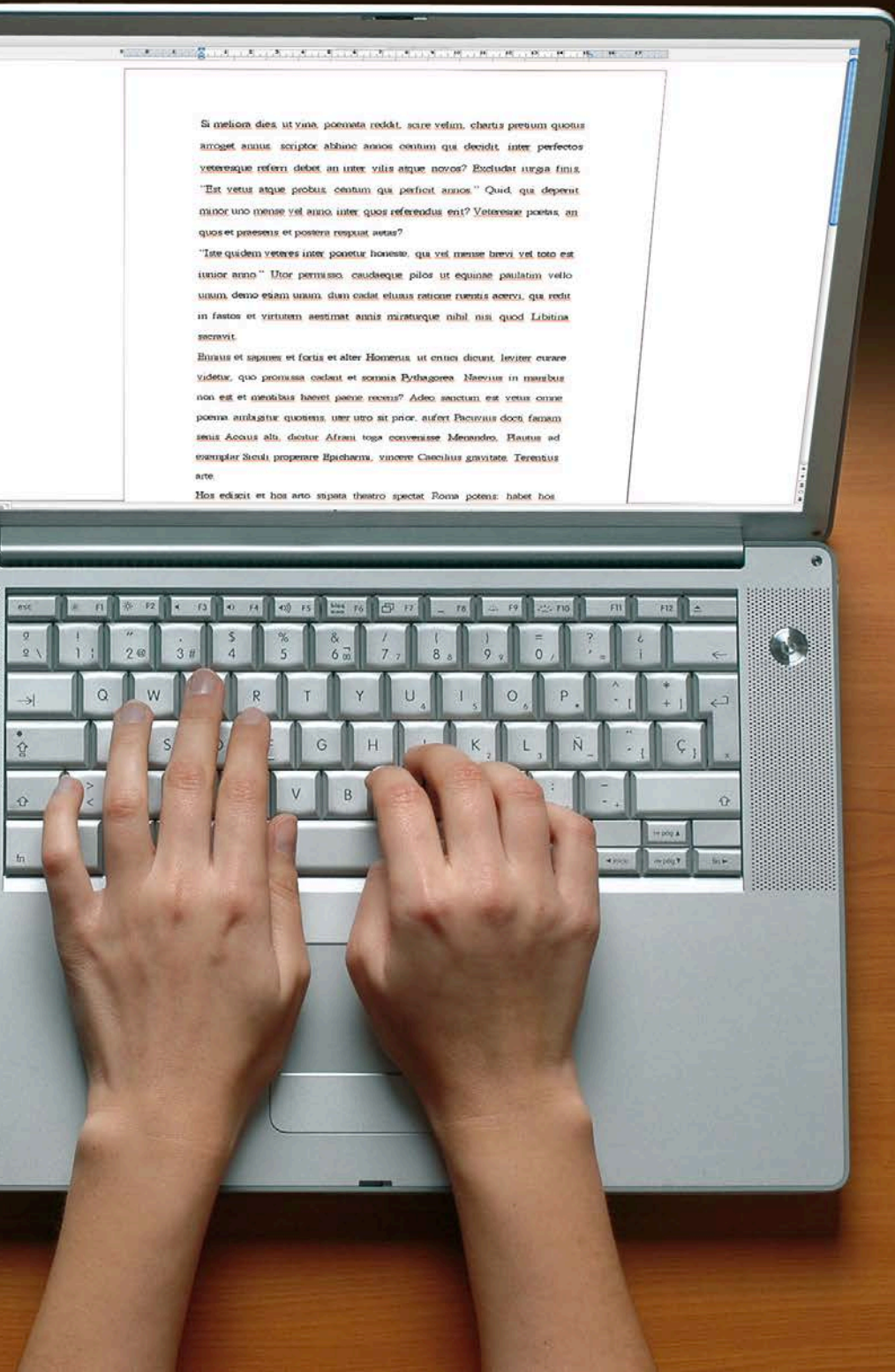
EDITORIAL LINE-UP 2025/2026

Volume 3	Volume 4	Volume 5
October 2025 - March 2026	April 2026 - September 2026	October 2026 - March 2027
'Tis the Season of Closures and Fresh Starts!	Spring Fashion, Summer Fun	Busy Fall Season
<p>Office Party Etiquette Gift Guide Aging Parents</p> <p>Podcasts Marketing Gratitude a& Technology</p>	<p>Commercial Real Estate Construction & Renovations Technology</p> <p>Start-Ups Agism in the Workplace Event Planning</p>	<p>Small Business Week Succession Planning Continuing Education</p> <p>Health & Wellness Technology Human Resources</p>
Subject to change without notice.		



Send your interest, area of expertise and article idea to write@businessbuddha.ca

We will respond to all stories we are interested in pursuing.



CONTENT CREATORS

We aim to become a thought hub for business owners in Canada in record time!

We invite industry leaders to participate as Subject Matter Experts (SMEs) and write about topics they live with daily. They will provide data points, research, and sources; our editorial team will fact-check and assist in bringing the story to life.

For example, a Business Centre Owner may speak to what larger businesses have done to offer better remote working situations and what the market looks like in this space for solopreneurs as well!

SMEs will receive the byline and a link to a profile page on our website.

We are dedicated to becoming the brand business owners rely on to discover fresh ideas, opinions, products, and experiences that will positively impact them. Our readers appreciate real, unfiltered, and educational information.

We all want to be in the know!

DISTRIBUTION AND CIRCULATION

Initial digital distribution will be through existing, organic social media channels we belong to and a national B2B organization.

B to B National Newsletters - 4,289

Facebook - Organic: 6,487

LinkedIn - 15,828,114

Total: 15,838,890

Additional Distribution:

Private Clubs 2,712

Profiles and Networks of Contributing SME Writers

Print Distribution: Up to 5,000 per issue

- Business Centres
- Co-working Spaces
- Retailers
- Advertiser's Venues
- Subscribers

We will grow print distribution channels to ensure every business that receives copies looks forward to receiving them!



DISPLAY ADVERTISING RATES

SPACE	1X	2X	3X	4X
Double Page Spread	7707	7321	6957	6607
1/2 Double Truck	5227	5250	4987	4737
Full Page	4107	3901	3707	3521
2/3 Page	3587	3407	3237	3077
1/2 Page	2557	2427	2307	2191
1/3 Page	1987	1887	1791	1701
1/6 Page	987	937	891	847
Group Pages - Provincial	797	757	717	681
Covers - OBC	4997	4991	4701	4501
IFC/IBC	4667	4431	4211	4207

Each full-page advertiser or larger that books 4 consecutive issues will be featured in our vlog or podcast and have their ads link from the digital flipbook version to a profile on our website.

Smaller ads will appear in the flipbook version and on our website!



BOOKING AND AD COPY DEADLINES 2025/26

Volume 3	Volume 4	Volume 5
October 2025 - March 2026	April 2026 - September 2026	October 2026 - March 2027
Space Closing	Space Closing	Space Closing
September 12	March 6	September 10
Print Ready Art Deadline	Print Ready Art Deadline	Print Ready Art Deadline
September 19	March 13	September 17



Ad Copy Deadlines apply to print-ready artwork supplied per our print specifications.

Please speak to your advertising advisor before the Space Closing deadline if you need assistance creating your artwork or ideas. Design and production time is offered at \$80/hour + GST.

Late submissions of your artwork could result in losing your space; in cases where artwork is not submitted on time, your ad may be moved to the next issue.

Advertise & Contribute

Our commitment is not just to inform but to build a connected community of Canadian Business Professionals.

Your feedback and inquiries are integral to shaping our content and direction.



Contact write@businessbuddha.ca to inquire about creating content.

Contact us for advertising inquiries at:
1 (587) 887-1021
Ext 202
or email ads@businessbuddha.ca