

*all*NOVA SCOTIA

The power to influence nearly 14,000
business decision makers across Nova Scotia,
and 19,000 across the Atlantic Region.



MEDIA KIT 2026



A UNIQUE AUDIENCE

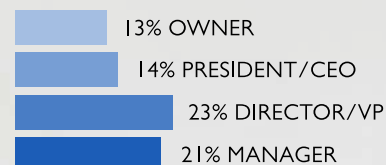
- allNovaScotia and sister publications allNewfoundlandLabrador and allNewBrunswick are the most trusted news brand in the region, with a direct daily link to thousands of influential local decision makers.
- Our exclusive paywall-protected content is produced by a team of over 20 professional reporters and editors in a downtown Halifax newsroom, 7 in St John's and 5 in New Brunswick.
- allNovaScotia presents a unique advertising opportunity for companies with a business to business or high-end offering looking to reach a loyal and identifiable audience.



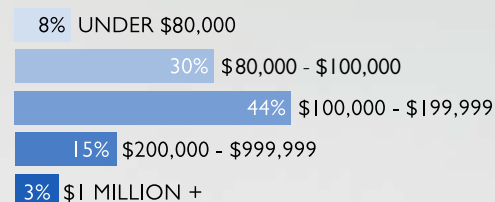
DEMOGRAPHICS

OUR SUBSCRIBERS

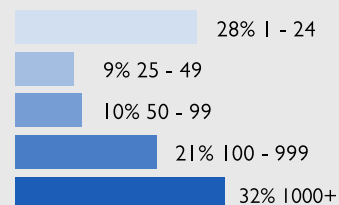
COMPANY POSITION



INCOME



NUMBER OF EMPLOYEES



COMPANY BUDGET



SECTORS

Development and Construction
Retail
Media and PR
Law
Transportation
Aerospace and Defence
Energy and Offshore
Hotels and Tourism
Manufacturing
Government

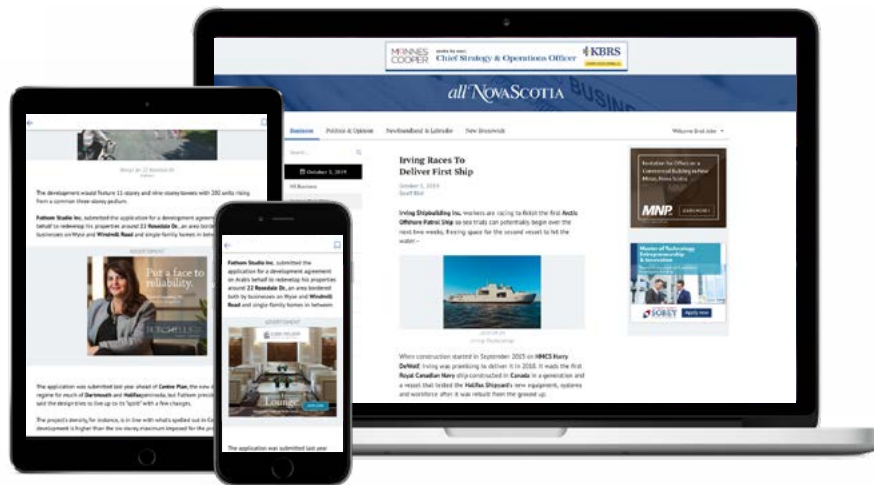
Accounting
Insurance
Health and Education
Fishing, Farming and Natural Resources
Securities
Engineering
Academic and Arts
Restaurants and Bars
Telecommunications and IT
Real Estate
Banking and Lenders

AD SPECS

We want your ads to work so investing in good design is critical. Please note all creative will be reviewed to meet our quality and sizing standards.

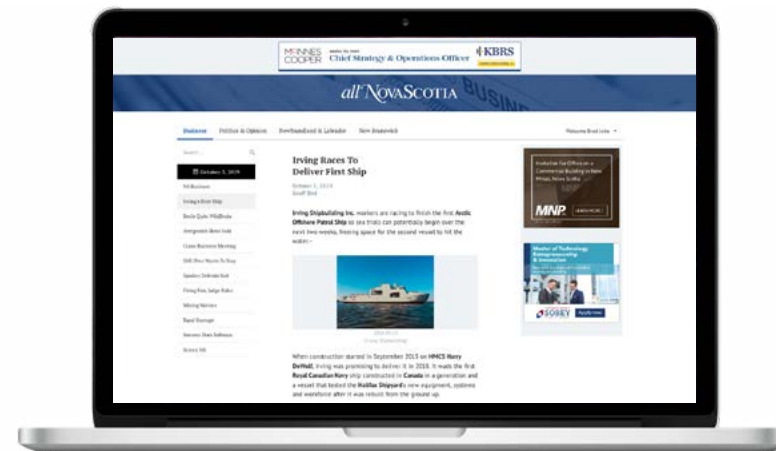
BUILD YOUR TRUSTED BRAND WITH OUR TRUSTED BRAND

We offer a maximum of 20 rotating Big Box spaces and 20 rotating Leader Board spaces per spot each day (Monday to Friday) in each of the provinces. All ads rotate randomly every 12 seconds. Two Big Boxes are featured in each article on the desktop site and the mobile app. Two Leaderboards appears on the desktop site.



BIG BOX 1040 x 864 pixels*
desktop & mobile

**Big Box ads are scaled down to 300x250 pixels*



LEADERBOARD 728 x 90 pixels
desktop only

All advertisements are guaranteed to display randomly at least once every four minutes for 12 seconds on the website and the app.

LEARN MORE

ATLANTIC REGIONAL PRICING

allNovaScotia is part of a strong regional trusted brand that includes allNewfoundland Labrador and allNewBrunswick.

Day-rate prices are Monday to Friday for a 24 hour rotating tile. Desktop site displays Big Box and Leader Board ads. Mobile apps display Big Box ads only.

	BIGBOX 1 PROVINCE	BIGBOX 2 PROVINCES	BIGBOX ATLANTIC REGION: 3 PROVINCES
	Campaign Cost / Ad per Day	Campaign Cost / Ad per Day	Campaign Cost / Ad per Day
5 days	\$460 / \$92	\$795 / \$79.50	\$1020 / \$68
10 days	\$795 / \$79.50	\$1,360 / \$68	\$1,920 / \$64
20 days	\$1,360 / \$68	\$2,550 / \$63.75	\$3,510 / \$58.50
50 days	\$3,195 / \$63.90	\$5,870 / \$58.70	\$8,145 / \$54.30
	BIGBOX & LEADERBOARD 1 PROVINCE	BIGBOX & LEADERBOARD 2 PROVINCES	BIGBOX & LEADERBOARD ATLANTIC REGION: 3 PROVINCES
5 days	\$665	\$1,185	\$1,590
10 days	\$1,185	\$2,120	\$3,030
20 days	\$2,120	\$4,000	\$5,580
50 days	\$4,995	\$9,300	\$12,675

CONTACT

SARAH ARMSTRONG *877-431-9540*

advertising@allNovaScotia.com