

SUCCESS STORY

Gala Bakeries has grown to provide bakery products to major Canadian food chains

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BUSINESS

The growing list of Hamilton companies whose products are in demand worldwide

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TRANSPORT

Travellers from across Canada are reaching the GTA through Hamilton John Munro Airport

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BAY BUSINESS



**Post
Manufacturing
Economy**

Not if you tour Arvin Avenue, and other Hamilton Industrial parks

**Hamilton Health
Sciences**

Hamilton hospitals having a national and global impact

**WPE Landscape
Equipment**

A growing company that is loyal to its local roots

Bay area Businessman of the year

Andy Scott shares the secrets of a successful Real Estate entrepreneur



Why Bay Business Magazine?

Finally, a business publication that links businesses to other businesses, customers and suppliers across the hot Hamilton Burlington market—home to one of Canada's most favourable business climates. all the businesses you want to reach

Find out the strategies and creative processes that have made other Bay area enterprises successful. Tap into the latest trends in marketing, technology, training. Hear the stories and advice of top entrepreneurs in their fields.

Reach

With a circulation of 10,000, Bay Business will be delivered by Canada Post directly to **every business** in the Hamilton-Burlington Census Metropolitan Area. In addition, the magazine will reach thousands of the highest disposable income households in the market. You will be seen and read by the most Senior Chief Executives, Managers, Decision Makers, Owners, Professionals and Entrepreneurs.

Why Bay Business Magazine as opposed to digital?

#1. Targeted Reach. Working professionals still rely on business and economics magazines.

#2. Real Surpasses. Most readers only scan a website for 15 seconds before moving on. The real experience of actually reading a magazine surpasses the virtual one and can create mind share.

#3. A Longer Shelf Life. Digital advertisements come and go. Magazines, have a long shelf life and create multiple opportunities for your message to be seen.

#4. Brand Recognition and Credibility. Business magazines continue to be well-respected among their target audiences. Advertisers can greatly benefit from this credibility when their ads are viewed not as ads but as recommendations from a trusted source.

#5. Pass-on Readership. Many people pass on magazines to their friends and family members. This most likely increases the reach of a message to more potential customers.



McMASTER INNOVATION PARK

McMaster Innovation Park (MIP) is where companies grow. After more than a decade in operation, many businesses from all industries call MIP home.

MIP is Canada's premier research park offering a collaborative space for start-ups, entrepreneurs, researchers, and industry partners to connect and bring ideas to life. Companies coming out of this Hamilton innovation hub specialize in the biomedical, advanced manufacturing, and ICT industries. The park is where companies can come together to tackle the world's biggest challenges to have a greater impact. In September 2018, the company welcomed a new CEO, Ty J. Shattuck, and he brought with him a vision for a sprawling park that provides members with the spatial alchemy necessary to tackle these global challenges in the most effective and efficient manner possible.

Although tech and digitization has made global collaboration easier than ever, research shows that physical proximity is also a major factor in enabling innovation. MIP has plans for expansion with 6-8 new buildings over the next 5-10 years which will further provide the Hamilton innovation ecosystem with the resources, space, and amenities they need to grow and thrive. Whether you're an entrepreneur looking for some support to get your business off the ground, or an established business looking to make meaningful connections and scale your company to new heights, MIP will help you find what you're looking for. n



Reach a targeted audience of entrepreneurs and professionals with a single Business to Business publication.

Join Bay Business today!

