

# Metroland launches Halton Business Times

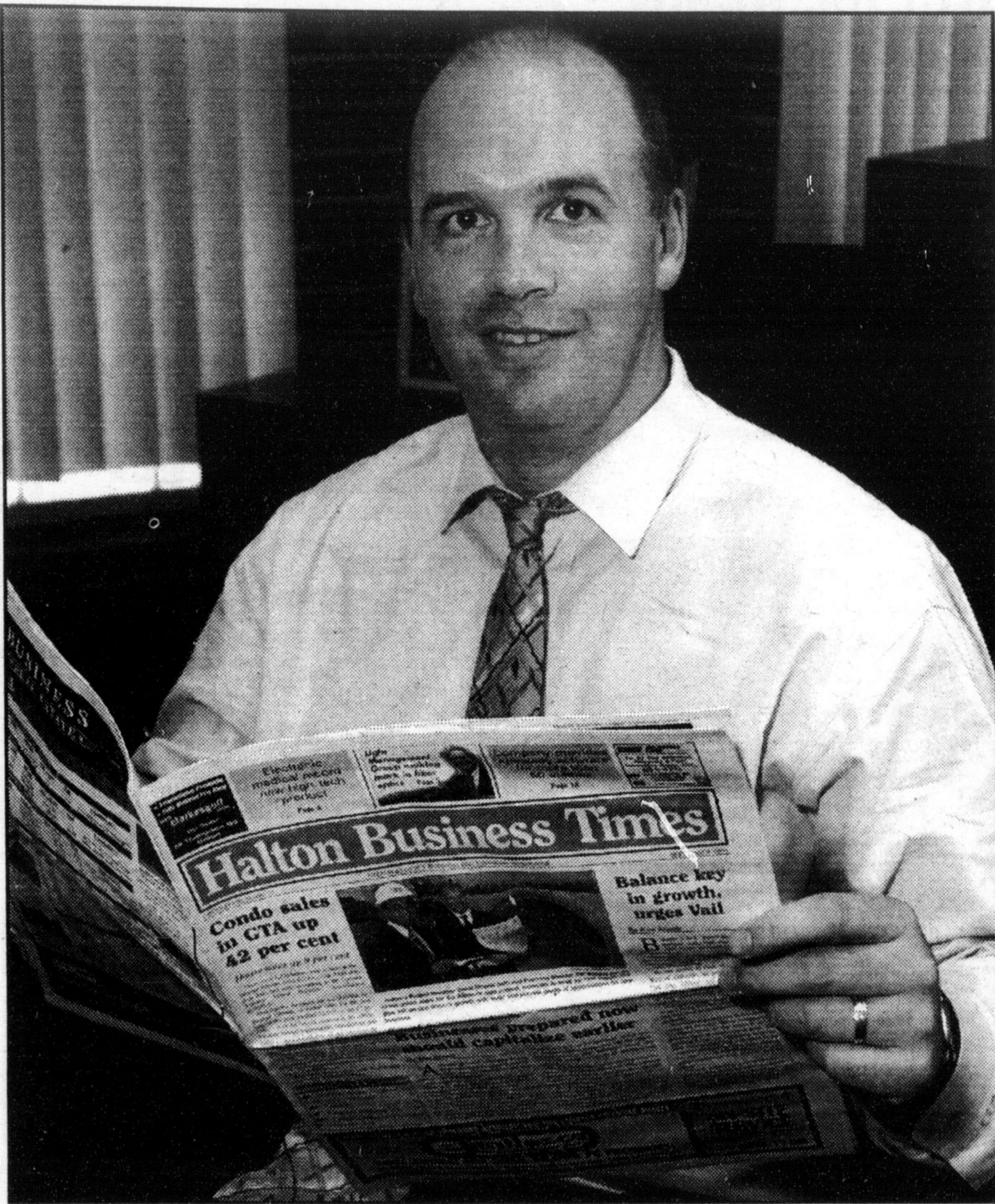


Photo by BARRIE ERSKINE  
Halton Business Times publisher Ian Oliver looks over the first issue of the new monthly publication, which came out in late August. Mr. Oliver says the newspaper, produced out of the The Champion office, promotes the use of local businesses.

## Times serves Milton, Oakville and Burlington

Halton's growing business community will now be better connected through Oakville, Burlington and Milton's new monthly newspaper, the Halton Business Times.

The tabloid format newspaper produced out of The Canadian Champion newspaper office is both for and about business. The first edition, which came out in late August, is pumped full of news that matters most to entrepreneurs.

"It has the information that will help businesses," said publisher Ian Oliver.

"It connects the business community."

The Halton Business Times aims to wire local entrepreneurs to the goods, services and technology they need to get ahead and stay there.

It's designed to keep big and small businesses on top of the latest developments, allowing them to flourish in the fast-paced future.

In its pages, the latest technology and services are revealed.

New companies, both large and small, are highlighted.

The spotlight also shines on existing businesses within Halton.

And it's all written in the no-nonsense informative but colourful style hardworking entrepreneurs appreciate.

In providing a platform for area businesses, others can see what's available in the community.

"It promotes the use of local businesses," said Mr. Oliver.

"There are some good business publica-

tions in the area but none of them deal exclusively with Halton businesses."

As the latest addition to Metroland's growing stable of business publications, the Halton Business Times provides increased promotional potential for local companies, he said.

*Business Times are published in Mississauga, Toronto, York region, Kawartha, Huronia and Durham, and advertising can be booked locally to run in any or all of these sister publications.*

Due to early Labour Day press deadlines, see Steam-Era coverage Friday.



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