



PUBLICATION DATE:

March 31, 2017

GET INVOLVED BY:

February 7, 2017

MATERIAL DUE:

February 28, 2017

CONTEXTUAL PLACEMENT:

BUSINESS & NEWS

RATES:

REPORT AND FEATURE RATES APPLY

BUSINESS EDUCATION IN CANADA

Whether it's directly on completion of their undergraduate studies or after they've spent some time in the workforce, more and more Canadians are looking for ways to strengthen their business acumen. Business Education in Canada will highlight the latest trends in this specialized area. Don't miss this opportunity to connect with future post-grad students who will benefit by knowing about your school, product or service.

PROPOSED LINEUP

- › The growth of online business degrees
- › Niche and specialty MBA programs
- › Thoughts from business schools on the meaning of leadership
- › Case studies – MBA grads and what their education has meant to them
- › Going global – programs with an international focus

For additional information, please contact

ANDREA D'ANDRADE, Manager Special Reports, New Product Development
 adandrade@globeandmail.com

All reports and features offer comprehensive packages to reach audiences through targeted content. Plus, print, digital and social are offered with most opportunities. All reports and features hosted on globeandmail.com receive rotational one month promotion on the GAM.com homepage.

We've had a long history of producing engaging print and digital features.

Click and image at right to view.



REACH YOUR MARKET



IN PRINT...

1,218,000

WEEKDAY PRINT

1,812,000

SATURDAY PRINT

SOURCE: VIVIDATA Q1 2016



ONLINE...

6.2 MILLION

MONTHLY UNIQUE VISITORS
 (MULTI-PLATFORM)

SOURCE: COMSCORE Q2 2016

**THE GLOBE AND MAIL
 ATTRACTS CANADA'S
 INFLUENTIAL ADULTS AND
 EXECUTIVES**

ROB Magazine connects you to 1.1 million Adult 18+ print readers every issue

649,000 access ROB Magazine content online for their business news

751,000 ROB readers have obtained a Bachelor's Degree (index 173)

Readers are **2.4 times more likely** to hold a Master's Degree or earned a Doctorate

Source: Vividata Q2 2016 A18+ National

Bundle digital and magazine to make the most of your ad buy:

- › Globe and Mail and Report on Business readers spend 3+ minutes per special article; more time for your ad to be seen
- › Bundle digital and Report on Business magazine to make the most of your ad buy
 - Duplication is low between ROB magazine and digital. Go multi-platform to nearly double your reach.
 - 89% of our digital audience do not read ROB magazine
 - 55% of ROB magazine readers do not access the website

Source: Vividata Q1 2016 – Age 18+; Adobe Analytics

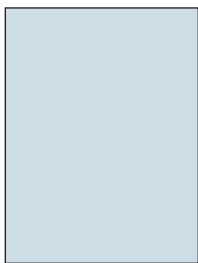
ADVERTISING RATES (GROSS)

	NATIONAL
FULL PAGE	\$24,000
DPS	\$40,000
HALF (1/2) PAGE	\$16,000

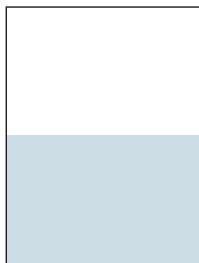
ALL ABOVE RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP AND MOBILE WEB. DIGITAL IMPRESSIONS CAN BE EXTENDED ACROSS GLOBE ALLIANCE.

IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

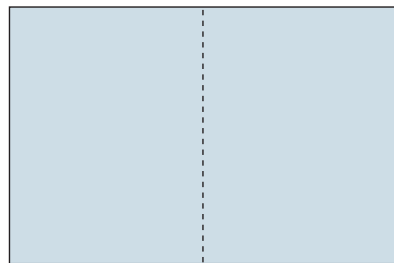
STANDARD PRINT OPTIONS (APPEAR IN FULL COLOUR)



FULL PAGE
 LIVE: 236mm w x 251 mm d
 9.29" w x 9.88" d

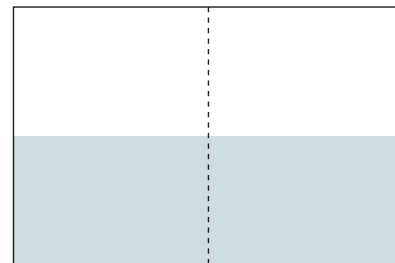


1/2 PAGE
 LIVE: 236mm w x 125 mm d
 9.29" w x 4.92" d



DOUBLE PAGE SPREAD
 LIVE: 14" w x 10" d
 TRIM: 15 3/4" w x 10 3/4" d
 BLEED: 16 1/4" w x 11" d

Must build as two separate pages



1/2 PAGE DOUBLE PAGE SPREAD
 LIVE: 14" w x 4 14/15" d
 TRIM: 15 3/4" w x 5 5/8" d
 BLEED: 16 1/4" w x 5 5/8" d

Must build as two separate pages

STANDARD DIGITAL FEATURES

CONTENT PROMOTION WITH BRANDING

DESKTOP & TABLET

- › Offered for Editorial Reports and Advertising Features.
- › 300 x 600 audience engagement format.
- › Top 300x250 features special section advertiser.
- › Bottom 300x350 features up to four links to articles
- › Globe and Mail homepage promoted.

MOBILE WEB

- › Offered for Editorial Reports and Advertising Features.
- › Offered in 300 x 450 engagement format.
- › Top 300 x 250 features special reports advertiser.
- › Bottom 300 x 200 features link(s) to articles.

ARTICLE PAGES

- › Offered for Editorial Reports and Advertising Features.
- › Includes equal share of voice of one leaderboard, one big box as roadblock.

MAIN REPORT LANDING PAGE

- › Offered for Advertising Features.
- › Features all report articles from the special section. Includes equal share of voice of one leaderboard and one big box as roadblock.

