



CELEBRATE SMALL BUSINESS

PUBLICATION DATES: September 28

GET INVOLVED BY: August 1

MATERIAL DUE: August 29

There are well over one million small businesses in Canada employing millions of Canadians. These entrepreneurs have developed growth strategies and built markets for their goods at home and abroad. Who are these people? How did they do it? What are their plans for the future? In celebration of Small Business Month, ROB magazine will showcase visionaries from across the country in a very special feature.

ADVERTISING OPTIONS

Sponsor content features are available across digital and print magazine. On selected offerings, each media is offered separately; speak to your Globe and Mail Account Manager for cross-platform packages.

DIGITAL

500,000 impressions

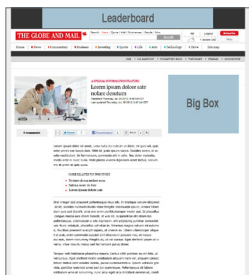
› **15,000 next to special report content**
› **485,000 co-branded audience engagement units** } **\$11,500**

- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

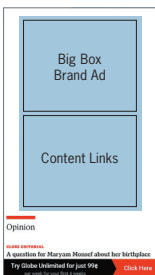
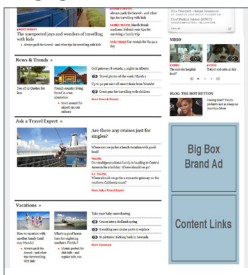
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

Co-branded impressions: 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

Branding next to content.



Content promotion via audience engagement units.



Click image to view



Click image to view



MAGAZINE Sponsor content or contract rates apply.

FULL PAGE
\$15,360 (net)

1/2 PAGE
\$10,300 (net)

DOUBLE PAGE SPREAD
\$29,620 (net)
Must build as two separate pages

1/2DOUBLE PAGE SPREAD
\$29,620 (net)
Must build as two separate pages

LIVE: 7" w x 10" d
TRIM: 7 7/8" w x 10 3/4" d
BLEED: 8 1/8" w x 11" d

LIVE: 7" w x 4 1/2" d
TRIM: 7 7/8" w x 5 3/8" d
BLEED: 8 1/8" w x 5 7/8" d

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

LIVE: 14" w x 4 1/2" d
TRIM: 15 3/4" w x 5 3/8" d
BLEED: 16 1/4" w x 5 7/8" d

REACH YOUR MARKET*

ONLINE...

17 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM, ALLIANCE)

7 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM)

Source: comScore Q2 2017

WITH POWERFUL INTERACTIVITY RESULTS...

35% higher reading time

Over 2 minutes on special report articles vs. GAM site average

3x higher CTR

On ads next to content vs. GAM site and Canadian average

Source: Omniture, Doubleclick

ROB MAGAZINE...

1,148,000

(READERS IN THE PRINT EDITION)

1,678,000

(READERS IN PRINT AND DIGITAL EDITIONS)

Source: Vividata Q4 2016

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

- **ROB Magazine** is read by a high concentration of Small Business Entrepreneurs (216,000 readers; index 165).
- **62,000** readers are planning to start their own business within the year (index 110).

Source: Vividata Q2 2017 A18+
National ROB Magazine Print/Digital

For additional information, please contact **KEITH RYDER**, Special Reports Associate

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