

# CORPORATE GOVERNANCE



**PUBLICATION DATES:** November 30

**GET INVOLVED BY:** October 4

**MATERIAL DUE:** November 1

Many Canadian corporations have adopted policies in governance that they can showcase to investors, consumers and employees. People want to do business with – and work for – companies that practice and are recognized for their best-in-class governance practices. ROB magazine will publish a special feature focusing on Canada's leading companies that have adopted corporate governance values to grow their business and reputation.

## 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**

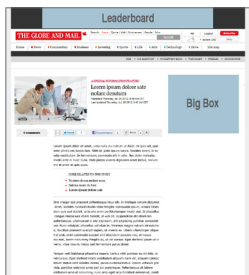
- > **15,000 next to special report content**
- > **485,000 co-branded audience engagement units** } **\$11,500**

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

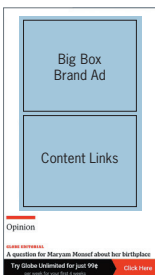
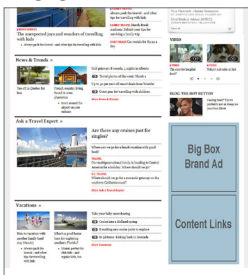
**Next-to-content impressions:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

**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

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

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## 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

- ROB Magazine is read by over **550,000** business decision makers (index 143)
- Readers are **2x more** likely to have involvement in corporate policy
- Over **150,000** readers expect to change jobs in the next year (index 115)

Source: Vividata Q3 2017 A18+ National ROB Magazine Print/Digital