

INTELLIGENT WEALTH MANAGEMENT



PUBLICATION DATES: April 27 • October 26

GET INVOLVED BY: February 28 • August 29

MATERIAL DUE: March 27 • September 26

Managing wealth proactively and successfully is necessary to prosper now and in the future. With so many affluent readers, Report on Business magazine is uniquely positioned to reach Canadians interested in learning more about handling their wealth. That's why Intelligent Wealth Management is planned for the May and November issues. Don't miss out on your opportunity to connect with this highly relevant audience.

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

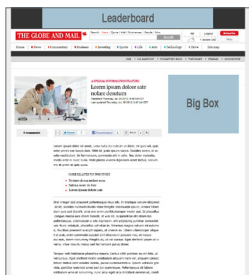
- > **15,000 next to special report content**
- > **485,000 co-branded audience engagement units** } **\$11,500**

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

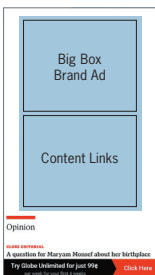
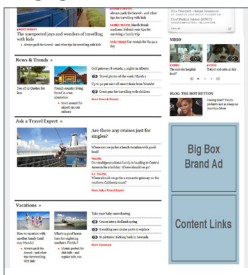
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

kryder@globeandmail.com

REACH YOUR MARKET*



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



1,148,000

(READERS IN THE PRINT EDITION)

1,678,000

(READERS IN PRINT AND DIGITAL EDITIONS)

Source: Vividata Q4 2016

- ROB Magazine's **1.6 million** readers have an average net worth of **\$174K** (index 146).
- They are **24%** more likely to personally make online trades/investments online than the norm.
- Only **44%** strongly agree that they are very good at managing their money.

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