

BUSINESS EDUCATION

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Canadian universities and colleges continue to enhance the scope of post-secondary business education. Whether it's part-time, full-time, MBA, EMBA, diploma or certification, there is something for all educational objectives. These editorial Reports on Business Education will examine the academic trends, with an eye on assisting students as they select the program most beneficial to their career goals.

TENTATIVE TOPICS INCLUDE

- › Niche and specialty MBA programs
- › Programs available through colleges
- › A look at offerings with an international focus
- › The latest in thought leadership and research from business schools
- › University vs. College – making the choice
- › The growth of online learning
- › Profiles of students in undergraduate, post-graduate and college programs

ADVERTISING OPTIONS

Editorial special reports are available across digital and newspaper. 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.

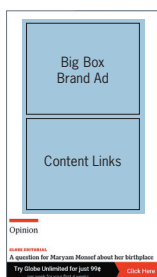
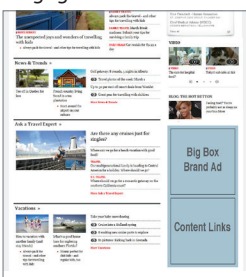
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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.

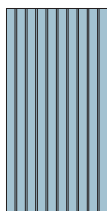


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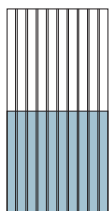


NEWSPAPER

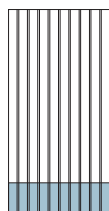
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FULL PAGE
10 col x 280 ag
8.97" x 20.0"



1/2 PAGE
10 col x 140 ag
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BANNER
10 col x 47 ag
8.97" x 3.36"

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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

IN PRINT...

NATIONAL

1,168,000

(WEEKDAY READERS)

Source: Vividata Q4 2016

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

- **450,000** ROB Magazine readers have obtained a Bachelor's Degree and are currently working full time (index 176)
- Readers are 2 times more likely to hold a Master's Degree or earned a Doctorate than the norm

Source: Vividata Q2 2017 A18+ National