

DIGITAL AND PRINT MAGAZINE SPONSOR CONTENT FEATURE



CORPORATE CREDIT CARDS

PUBLICATION DATES: November 30

GET INVOLVED BY: October 4

MATERIAL DUE: November 1

Corporate credit cards are great tools for managing costs. They can also offer a wide range of business-relevant features such as insurance, awards collection/redemption and customized expense reporting. Corporate Credit Cards, a special feature in the December issue of Report on Business magazine, will help Canadian business select the card right for them. Don't miss this content opportunity to connect with your best customers.

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

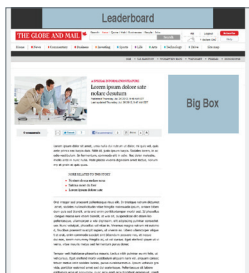
› **15,000 next to special report content**
› **485,000 co-branded audience engagement units** } **\$11,500**

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

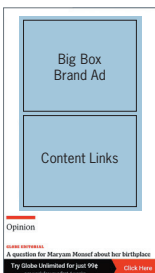
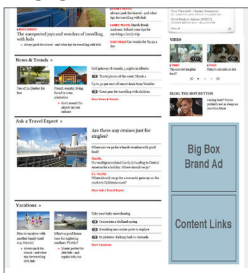
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

IN REPORT ON BUSINESS MAGAZINE...

1,148,000

READERS IN THE PRINT EDITION

1,678,000

READERS IN PRINT AND DIGITAL EDITIONS

Source: Vividata Q4 2016

189,000 readers of ROB Magazine are Senior Managers/Owners (index 265)

On average they **spend 85% more** on their credit cards each month than the general population, (and 22% more than all Senior Managers/Owners)

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

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

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