

DIGITAL AND PRINT MAGAZINE SPONSOR CONTENT FEATURE



EXECUTIVE SEARCH

PUBLICATION DATES: Aug 31, Nov 30

GET INVOLVED BY: July 5, Oct 4

MATERIAL DUE: Aug 1, Nov 1

There is no question that executive search methods have changed dramatically over the past few decades. But for the Human Resources professional, the principles still remain the same— attract and retain the best talent in the country. What are HR representatives doing to connect with these people and which methods work best for them? On the job seeker’s side, how does a senior level candidate discreetly pursue employment in today’s connected world? ROB magazine will examine these topics in this special Executive Search 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

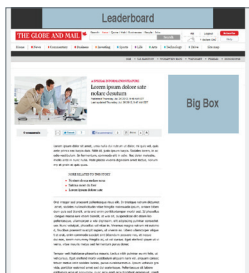
- > **15,000 next to special report content**
- > **485,000 co-branded audience engagement units** } **\$11,500**

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

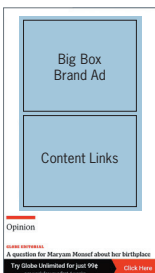
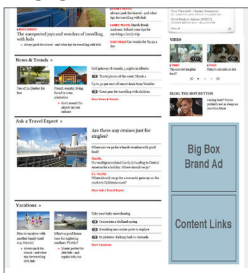
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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.



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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: comScore, 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

ROB Magazine is read by a high concentration of adults working in Human Resources/Personnel (318,000 readers; index 147).

It also has a large following of MOPES (583,000; index 145) who are 2x more likely to change jobs in the next year versus the norm.

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