

DIGITAL AND PRINT MAGAZINE SPONSOR CONTENT FEATURE



MANAGEMENT CONSULTING

PUBLICATION DATES: November 30

GET INVOLVED BY: October 4

MATERIAL DUE: November 1

Management consulting firms can help organizations improve their performance by examining existing organizational problems and developing plans for improvement. But how exactly can a consultant help a business grow and prosper? Which firms can best address those business challenges with the least amount of disruption? What questions should a company ask during the selection process and what type of costs can be anticipated? This special feature on Management Consulting will examine these and other relevant issues.

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

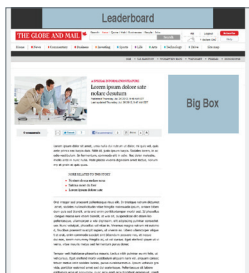
- > **15,000 next to special report content**
 - > **485,000 co-branded audience engagement units**
- } **\$11,500**

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

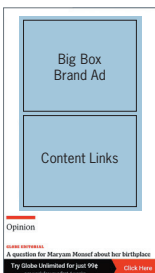
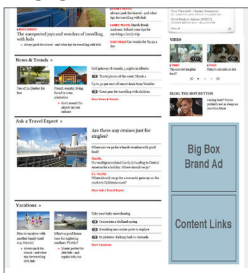
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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 3/4" 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 3/4" 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

93,000 readers influence company decisions pertaining to consulting (index 140)

Their average decisions are double the Canadian norm, and valued **over \$7.5 billion** in total

Readers are **1.4x more likely** to work as a consulting professional than average

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

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

kryder@globeandmail.com