

2018 NATIONAL  
SPONSOR  
CONTENT FEATURE

ROB MAGAZINE  
AND DIGITAL

# CORPORATE SECURITY



**PUBLICATION DATES:** Friday, February 22, 2019

**GET INVOLVED BY:** Thursday, January 3, 2019

**MATERIAL DUE:** Thursday, January 24, 2019

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

Malware, ransomware and physical assaults have become increasingly more common in the workplace. Businesses of all sizes are at risk, but small business attacks have seen a notable spike. There's no sign of this trend slowing, so business owners need to take corporate security seriously. This March, Report on Business magazine will produce a special feature on Corporate Security. Don't miss out on your opportunity to connect with business owners and operators looking to learn more about keeping their firms safe.

For additional information, contact

**KEITH RYDER**, Special Reports Associate [kryder@globeandmail.com](mailto:kryder@globeandmail.com)

## REACH YOUR TARGET

ONLINE

National Edition

**4.3 MILLION**

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

PRINT

In Report on Business magazine

**969,000**

PRINT READERS

**1,637,000**

PRINT AND DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

### THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE:

- ROB has very high composition of senior management readers with an index of 280
- 73,000 readers are in IT positions within their company (index 170)
- They are 1.7x more likely to be the IT decision maker

Source: Vividata Fall 2018 Readership Study National A18+  
ROB magazine Print & Digital readers

### 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



THE GLOBE AND MAIL

**REPORT ON BUSINESS**

MAGAZINE

## Sponsor Content Features – Advertising Rates (net)

### ADVERTISING OPTIONS

Sponsor Content Features are offered as bundled advertising packages across print and digital media.

#### PRINT

##### YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/or client approved content. Additional investment applicable for client approved content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.

#### DIGITAL

- IMPRESSIONS delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

	NATIONAL
FULL PAGE	\$28,000
DPS	\$46,500
½ PAGE	\$19,000
½ PAGE DPS	\$28,000

PRINT PLACEMENT SUBJECT TO AVAILABILITY. ALL ABOVE RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP AND MOBILE WEB.

IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS ACROSS GLOBEANDMAIL.COM. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your  
 Globe and Mail Sales Representative