

CORPORATE CREDIT CARDS



PUBLICATION DATES: Friday, February 22
Friday, September 27

GET INVOLVED BY: Thursday, January 03
Wednesday, August 07

MATERIAL DUE: Thursday, January 24
Wednesday, August 28

INVESTMENT: Report on Business magazine Sponsor Content Rates

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 March and October issues 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.

For additional information, contact
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REACH YOUR TARGET

On Globeandmail.com...

4.3 Million

WEEKLY DIGITAL READERS
Source: Vividata Fall 2018 National Total readers

In Report on Business magazine...

969,000

PRINT 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
 - They are active credit card users, typically spending 25% more monthly than the average Canadian
 - They are 1.9 x more likely to be the financial services decision maker in their company
- 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

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