

EXECUTIVE SEARCH



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INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

Executive search methods have changed dramatically over the past 20 years. 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? For the executive, 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.

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 364
- 177,000 readers are HR professionals (index 150)

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
1/2 PAGE	\$19,000
1/2 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.

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