

2018 NATIONAL  
SPONSOR  
CONTENT FEATURE

ROB MAGAZINE  
AND DIGITAL

# GLOBAL CORPORATE SOCIAL RESPONSIBILITY



**PUBLICATION DATES:** Friday, April 26, 2019

**GET INVOLVED BY:** Friday, March 1, 2019

**MATERIAL DUE:** Friday, March 29, 2019

**INVESTMENT:** SPONSOR CONTENT OR CONTRACT RATES APPLY

Innovation, economic development, science and research are key pillars for Canadian corporations that strive to for recognition as leaders in global corporate social responsibility. Who are these visionary organizations, what have they accomplished and what drives them to the CSR forefront? These trailblazing corporations will be highlighted in this special Global Corporate Social Responsibility feature.

## 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 reader composition of senior management, with an index of 280
- They are actively involved in corporate policy decisions, index of 229
- Senior government officials are ROB magazine readers, index of 146

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

THE GLOBE AND MAIL

**REPORT ON BUSINESS**

MAGAZINE

Media  
Group

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## 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.