

MBA PROFILES



PUBLICATION DATES: Fridays - January 25, Mar 29, August 30
GET INVOLVED BY: Thursdays - November 29, February 7, July 11
MATERIAL DUE: Thursdays - December 20, February 28, July 31

INVESTMENT: SPECIAL RATES APPLY

Business-minded Canadians are turning to MBA programs more than ever to gain the acumen to help them confront economic, managerial and leadership challenges head-on. Report on Business is pleased to offer “MBA Profiles”, a feature appearing in the magazine and on Globeandmail.com. MBA Profiles will be custom developed as a two-page feature to include elements such as course outline, dean’s message, campus photos, alumni profiles and brand messaging. The content will extend to appear on Globeandmail.com.

For additional information, contact
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REACH YOUR TARGET

IN PRINT
Globeandmail.com

4.3 Million

WEEKLY DIGITAL READERS
Source: Vividata Fall 2018 National Total readers

In Report on Business magazine...

969,000

PRINT READERS

1,637,000

PRINT AND DIGITAL EDITIONS
Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL
DELIVERS YOUR BEST AUDIENCE:

- 81% of ROB readers have University+ educations; 33% more than the average Canadian
- 31% have post-graduate degrees...2.2 times more than the average Canadian
- 18% of readers are managers on their way up

Source: Vividata Fall 2018 readership study National

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

MBA Profiles– National Advertising Rates (net)

PRINT

2 FULL MAGAZINE PAGES

- Advertising space can consist of brand ad and/or client approved content

DIGITAL

- 300 X 600 AUDIENCE ENGAGEMENT UNIT IMPRESSIONS FEATURING ADVERTISER 300 X 250 BRANDING ABOVE LINKS TO CONTENT
- NEXT-TO-CONTENT IMPRESSIONS:
 - Delivered as roadblocked leaderboard and big box
 - Non-guaranteed quantity
 - Globe reserves the right to limit next-to-content availability
- CONTENT WILL RUN IN PARTNER SECTION

2 FULL PAGES + 500,000 IMPRESSIONS

\$33,000

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 Account Manager