

# MBA PROFILES



**PUBLICATION DATES:** Fridays - March 29, August 30

**GET INVOLVED BY:** Thursdays - February 7, July 11

**MATERIAL DUE:** Thursdays - 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

ONLINE

**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