

MANAGEMENT CONSULTING



PUBLICATION DATES: Friday, April 26 and November 29, 2019

GET INVOLVED BY: Friday, March 1 and October 4, 2019

MATERIAL DUE: Friday, March 29 and November 1, 2019

INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

Management consulting firms can help organizations improve their performance by examining existing organizational problems and developing plans for improvement. But how exactly can a consultant help a business grow and prosper? Which firms can best address those business challenges with the least amount of disruption? What questions should a company ask during the selection process and what type of costs can be anticipated? This special feature on Management Consulting will examine these and other relevant issues.

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 recommending or authorizing the services of consultants, index 180

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

REPORT ON BUSINESS

MAGAZINE

For additional information, contact

KEITH RYDER, Special Reports Associate kryder@globeandmail.com

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