

2018 NATIONAL
SPONSOR
CONTENT FEATURE

ROB MAGAZINE
AND DIGITAL

PENSION PLANS AND BENEFITS



PUBLICATION DATES: Friday, February 22, 2019

GET INVOLVED BY: Thursday, January 3, 2019

MATERIAL DUE: Thursday, January 24, 2019

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Canadian companies and governments are faced with many challenges related to workplace pensions and benefits. Volatile stock markets, shifting regulations, an aging population and younger workforce that expect benefits different to their parents are among them. How pension and benefit administrators can manage these changes, along with potential solutions will be examined in this special feature.

For additional information, contact

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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 composition of senior management readers with an index of 364
- 177,000 readers are HR professionals (index 150)
- 124,000 readers are small business owners and managers (index 254)

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

Media
Group

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.

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