

# WOMEN AT THE TOP



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

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

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

**INVESTMENT:** Report on Business magazine Sponsor Content Rates

The Canadian business landscape is changing with many female entrepreneurs and business leaders successfully taking the organizational helm. This year, Report on Business magazine will publish two special features profiling these talented women, as well spotlighting their winning strategies and insights. Do not miss the opportunity for alignment with this interesting and relevant feature.

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

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
- 21% of them are women, index of 190

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

## 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