

2019 NATIONAL
SPONSOR
CONTENT FEATURE

MAGAZINE
AND DIGITAL

WOMEN IN FINANCE



PUBLICATION DATES: Fridays - January 25, May 31, October 25
GET INVOLVED BY: Fridays - November 29, April 13, September 7
MATERIAL DUE: Thursdays -December 20, May 2, September 26

INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

Today more women fill a wider range of executive positions in Canada's financial institutes than any other time in our history. Report on Business magazine has scheduled a series of special features that will look at the industry changes driving this shift for women, discuss the impact, showcase, and celebrate the successes Canadian females are having in the investment world.

For additional information, contact
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REACH YOUR TARGET

ONLINE...
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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:

- Women who read ROB magazine are 2.6 times more likely to work in the Financial sector
- These women are 4 times more likely to have corporate involvement in banking/finance/insurance
- They are 5.5 times more likely to be part of senior management in the Financial sector.

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



THE GLOBE AND MAIL
REPORT ON BUSINESS
MAGAZINE

Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

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PRINT

YOUR CHOICE OF AD SIZE

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- 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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