

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 12, September 6  
**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  
**KEITH RYDER, Special Reports Associate** [kryder@globeandmail.com](mailto:kryder@globeandmail.com)

## 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:

- 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

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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