

CORPORATE GOVERNANCE



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

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

MATERIAL DUE: Friday, March 29
Friday, November 1

INVESTMENT: Report on Business magazine Sponsor Content Rates

Many Canadian corporations have adopted policies in governance that they can showcase to investors, consumers and employees. People want to do business with and work for companies that exemplify best-in-class governance practices. ROB magazine will publish a special feature focusing on leading Canadian companies that have adopted corporate governance values to grow their business and reputation.

For additional information, contact
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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

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 corporate policy decisions, index of 229

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.