

CELEBRATE SMALL BUSINESS



PUBLICATION DATES: Friday, September 27, 2019
GET INVOLVED BY: Wednesday, August 7, 2019
MATERIAL DUE: Wednesday, August 28, 2019

INVESTMENT: Sponsor content or contract rates apply

There are well over one million small businesses in Canada employing millions of Canadians. These entrepreneurs have developed growth strategies and built markets for their goods at home and abroad. Who are these people? How did they do it? What are their plans for the future? In celebration of Small Business Month, ROB magazine will showcase visionaries from across the country in a very special feature.

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

PRINT
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:**

- ROB Print and digital connects you to 464,000 Canadians that work in small businesses, Globe and Mail digital reaches a further 1.1 million smb readers.
- They are 2.6 times more likely to be senior managers or owners of a small business.
- 73% of our SMB readers have business purchase influence (Index 123) and were responsible for \$7.9 billion in business purchases.

Source: Vividata Fall 2018, Workplace under 100 employees, Report on Business Print/Digital, Globe and Mail digital weekly cum.

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
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