

2019 NATIONAL
SPONSOR
CONTENT FEATURE

REPORT ON
BUSINESS MAGAZINE
AND DIGITAL

CYBERSECURITY



PUBLICATION DATES: Friday, September 27, 2019

GET INVOLVED BY: Thursday, August 7, 2019

MATERIAL DUE: Wednesday, August 28, 2019

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES
APPLY

People, businesses and organizations share an increasing amount of data and information. Along with systems, networks and technologies, cyber threats are constantly evolving, impacting a growing number of Canadians everyday. Cybersecurity experts call for a collaborative approach, increased awareness and education for promoting secure digital engagement practices. This special feature on Cybersecurity will look at these issues and how they are affecting businesses today.

For additional information, contact

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REACH YOUR TARGET

ONLINE
National Edition

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 READERS

Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE:

- ROB has very high composition of senior management readers with an index of 280
- 73,000 readers are in IT positions within their company (index 170)
- They are 1.7x more likely to be the IT decision maker

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



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

- 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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