

2020 NATIONAL
INTEGRATED
CONTENT FEATURE

REPORT ON
BUSINESS MAGAZINE
AND DIGITAL

BUSINESS EDUCATION IN CANADA



PUBLICATION DATES: Friday, October 30, 2020
GET INVOLVED BY: Thursday, September 3, 2020
MATERIAL DUE: Thursday, September 24, 2020

INVESTMENT: INTEGRATED CONTENT FEATURE OR
CONTRACT RATES APPLY

Whether it's directly on completion of their undergraduate studies or after they've spent time in the workforce, more and more Canadians are looking for ways to strengthen their business acumen through formalized academics. Business Education in Canada will highlight the latest trends in this specialized area. Don't miss this opportunity to connect with students who will benefit by knowing about your school, product or service.

INTEGRATED CONTENT FEATURES
ARE TURNKEY ADVERTORIAL
SOLUTIONS. PARTICIPATING
ADVERTISERS CAN BE
MENTIONED/QUOTED WITHIN CONTENT
SPACE.

.....
REACH YOUR TARGET

PRINT
Report on Business magazine
1,034,000
PRINT READERS PER ISSUE

1,817,000
PRINT AND DIGITAL READERS PER ISSUE

Source: Vividata Spring 2019, National Total

ONLINE
The Globe and Mail
4,600,000
WEEKLY DIGITAL READERS

Source: Vividata Spring, 2019 National Total

**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
Media
Group

THE
GLOBE
AND
MAIL
REPORT ON BUSINESS
THE MAGAZINE FOR LEADERS

For additional information, contact

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Integrated Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Integrated 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 sponsor content.
- Additional investment applicable for client sponsor 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.
- These impressions will appear ROS across the Globe and Mail site
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- INTEGRATED AND SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

	NATIONAL
FULL PAGE + DIGITAL	\$28,000
DPS + DIGITAL	\$46,500
½ PAGE + DIGITAL	\$19,000
½ PAGE DPS + DIGITAL	\$28,000

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS ACROSS GLOBEANDMAIL.COM. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS

RATES ARE NET, AGENCY FEES ARE ADDITIONAL

For more information, please contact your
Globe and Mail Account Manager