

2020 NATIONAL
INTEGRATED
CONTENT FEATURE

REPORT ON
BUSINESS MAGAZINE
AND DIGITAL

CELEBRATE SMALL BUSINESS



PUBLICATION DATES: Friday, September 25, 2020

GET INVOLVED BY: Thursday, July 30, 2020

MATERIAL DUE: Tuesday, July 28, 2020

INVESTMENT: INTEGRATED CONTENT FEATURE 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 and 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.

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
REPORT ON BUSINESS
THE MAGAZINE FOR LEADERS

For additional information, contact

KEITH RYDER, Special Reports Associate kryder@globeandmail.com

THE GLOBE AND MAIL
Media Group

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