

# MBA PROFILES



**PUBLICATION DATES:** Friday, March 27 and Friday, October 30  
**GET INVOLVED BY:** Tuesday, January 21 and Thursday, August 27  
**MATERIAL DUE:** Tuesday, February 25 and Thursday, September 24

## INVESTMENT: SPECIAL RATES APPLY

Business-minded Canadians are turning to MBA programs more than ever to gain the acumen to help them confront economic, managerial and leadership challenges head-on. Report on Business is pleased to offer “MBA Profiles”, a feature appearing in the magazine and on Globeandmail.com. MBA Profiles will be custom developed as one or two-page features to include elements such as course outline, dean’s message, campus photos, alumni profiles and brand messaging. The content will alternately or additionally appear on Globeandmail.com.

For additional information, contact  
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**SPONSOR CONTENT FEATURES** ARE  
ADVERTORIAL SOLUTIONS. CONTENT IS  
DEVELOPED TO SPONSORING  
ADVERTISER’S SPECIFICATIONS AND  
APPROVAL.

## 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

## MBA Profiles – Advertising Rates (National, net)

### Option “A” - Print and Digital Bundle

#### PRINT

- YOUR CHOICE OF AD SIZE, Advertising space can consist of brand ad and/or client approved content.



#### 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.

#### PRINT + DIGITAL BUNDLED INVESTMENT

FULL PAGE (1/2 page ad + ½ page content) + DIGITAL	\$19,200
DPS (1 page ad + 1 page content) + DIGITAL	\$31,000

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..

### Option “B”- Print Only

#### PRINT ONLY INVESTMENT

FULL PAGE (1/2 page ad + ½ page content)	\$13,600
DPS ( page ad + 1 page content)	\$24,000

### Option “C” - Digital Only

#### DIGITAL PERFORMANCE

- Nationally targeted on Globe and Mail, Globe Alliance and Hearst
- Fixed delivery of advertiser’s choice of audience engagement to content and/or brand ads units, or over set time frame (e.g. 4-6 weeks)
- 4,500,000 estimated impressions
- 2,500 clicks guaranteed clicks

INVESTMENT: \$14,500 (Includes media + development of 2 text based articles)