

2020 NATIONAL Special Opportunity

REPORT ON BUSINESS PRINT MAGAZINE AND DIGITAL

Canada's Top Growing Companies WINNER'S CLUB

BOOKING DEADLINE: Monday, July 27
MATERIAL DUE: Thursday, Aug 20
PUBLICATION DATE: Friday, Sep 25



REACH YOUR TARGET

REACH PROSPECTS WHO NEED TO CONNECT WITH SUCCESSFUL AND IMPACTFUL BUSINESSES

1,189,000

Print magazine readers

1,134,000

digital readers

862,000 managers, owners and professionals
 (Index 147)

324,000 digital weekly readers
 who are entrepreneurs
 (index 192)

2x more likely to make business purchase decisions
 667,000 readers

\$16 billion
 in annual business purchases

Source: Vividata Spring 2020, 41 National Markets + Balance of Canada, 14+

Congratulations on achieving your place in the 2020 Report on Business ranking of Canada's Top Growing Companies. As a winner, your business will be included in our annual October report.

Use this unique opportunity to maximize your connection to the powerful and engaged business leaders who read Report on Business. The Globe's Content Studio will work with you to develop content that tells your company's growth story. Plus, you can use the Top Growing Companies laudatory seal in your brand messaging to highlight your achievement.

This turnkey execution will be delivered seamlessly in print and digital platforms, with your corporate content approval before publishing.

Winner's Club – print and digital package*

Print: Report on Business magazine - full page

Digital:

- 400,000 impressions of 300x600 traffic driver units, featuring your brand ad, links to your content and Top Growing articles
- 728x90, 300x250 brand ads + 300x600 traffic driver on your content page and other Top Growing articles, non-guaranteed impressions

Your investment: \$16,000

*Additional advertising packages are available



Advertising options and rates

Custom content + brand options

PRINT

Option 1: Custom content execution:

Full page space includes Globe Content Studio-developed article about your organization + horizontal banner brand ad

Option 2: Brand ad execution: Full or 1/2 page brand ad only

DIGITAL

Custom content execution: traffic drivers to your content + brand ads next to your custom content article:

- 200,000 IMPRESSIONS delivered as 300x600 traffic drivers, featuring your branding (300x250 big box) above link to your article
- Your advertiser branding as 300x250 big box, 728x90 leaderboard and the above described 300 x 600 traffic driver appear next to articles, non-guaranteed impressions.

Brand ad execution: traffic drivers to Top Growing Companies editorial articles + brand ads next to those articles:

- 200,000 IMPRESSIONS delivered as 300x600 traffic drivers, featuring your branding (300x250 big box) above links to editorial Top Growing Companies articles
- Equal share of your advertiser branding as 300x250 big box + 728x90 leaderboard appearing next to Top Growing Companies articles, non-guaranteed impressions.

Rates (net)

Option A – YOUR BEST VALUE! PRINT custom content execution + DIGITAL custom content and brand execution

FULL PAGE + 400,000 IMPRESSIONS: \$16,000

Option B - PRINT ONLY Custom content execution

FULL PAGE: \$13,000

Option C - DIGITAL ONLY Custom content + brand execution

400,000 IMPRESSIONS: \$6,750

Option D - PRINT ONLY Brand ad execution

FULL PAGE: \$12,000

HALF PAGE: \$8,500

Option E - DIGITAL ONLY Brand ad execution only

200,000 IMPRESSIONS: \$3,800

ROB magazine copy sales

50 copies (minimum order): \$250

Note: Prepayment on all options may be required

Advertising specifications

Print content page

CANADA'S TOP GROWING COMPANIES [SPONSOR CONTENT]

Fleet Optics wants to be the Uber of parcel delivery

Company's high-tech app lets customers know in real time the whereabouts of their stuff

There is demand for seamless service, Mann adds. "The technology is never finished yet but it's getting good and improving all the time," he says. Fleet Optics has had success in first an electric vehicle, and it's looking at displaying artificial intelligence to help predict weather and traffic patterns to aid others.

Keeping a high-tech edge to stay in a global logistics market that, according to research company Invesp Group, reached a value of \$1.6 trillion last year and is expected to grow to US\$2.9 billion by 2024. Another research group, Technica, notes that constant improvement in parcel delivery is becoming "one of the most critical aspects of creating differentiation among competitors." That will drive growth in the sector over the next five years.

While the sector is dominated by huge international players that include FedEx Express and UPS, there's a strong and growing need for firms like Fleet Optics to make sure goods arrive on time, Mann says.

"The big ones are so busy that they really can't take on additional volume, especially in the fourth quarter," he explains. That became apparent last year when Canada Post offered a patch of stopping during the busy holiday season by leasing additional vehicles. "We'll double the number of trucks in the fourth quarter versus demand for delivery in November," Stull says.

Fleet Optics aims to use the data it gathers and delivers on the web or via mobile app. One of the most challenging because the delivery needs to reach a specific house, apartment or office suite.

The company last enjoyed astronomical growth when Mann and co-founder Steve Blackley and David Moore launched it in 2015. It has grown 10,000 per cent since we began. The year over

annualized growth will be over \$30 million, we started in 2015 with \$10,000," Mann says.

The company started with one truck, and now has more than 200, Blackley says. Fleet Optics hires courier operators and drivers of vehicles and provides them with training, training and uniforms.

The company reports temporarily during the busy holiday season by leasing additional vehicles. "We'll double the number of trucks in the fourth quarter versus demand for delivery in November," Stull says.

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TRANSPORT + ANALYTICS. REDEFINED.

Combining the transparent accuracy of analytics with real-time logistics services we provide our customers the most efficient way to manage their delivery process and protect their investment.

It's technology, that you can actually use. Contact our team to arrange for a demonstration.

FLEETOPTICSINC.COM 403-934-5426 / VEV CRES. UNIT 112 - MISSISSAUGA, ON L4V 1P7 • 1-905-823-5504

Full-page brand ad

SYM COR
Accelerating Change

What if digital transformation came with peace of mind?

Technology is rapidly changing - not by small steps, but giant leaps. Find out how Symcor can provide safe, scalable solutions.

Visit Symcor.ca

Half-page horizontal

goeasy

PROUD TO BE RECOGNIZED AS ONE OF CANADA'S TOP GROWING COMPANIES

As one of Canada's leading alternative financial services providers, we're proud to have grown by helping over 1 million Canadians on their path to a better financial future.

Learn more about us at goeasy.com

Digital

300 x 600 traffic-driver featuring 300 x 250 brand ad above link(s) to article(s)

You've got talent, but how much do you really know about it?

Unlock Your Insights

SPONSOR CONTENT

You've got talent, but how much do you really know about it?

READ MORE

728 x 90 leaderboard and 300 x 250 brand ads delivered on article pages

MEMBER BENEFITS | **THE GLOBE AND MAIL** | **SEARCH**

You've got talent, but how much do you really know about it?

SPONSOR CONTENT

You've got talent, but how much do you really know about it?

CONTENT FROM VISIER

PUBLISHED SEPTEMBER 27, 2016

STORIES FROM THE NEWSROOM

TRENDING

- 1 Why David Rosenberg thinks the Democrats may sweep in 2020. (Hint: Think "let them eat cake.")
- 2 Liberals call for Saskatchewan oversight authorities to investigate Scher's insurance agent claim
- 3 How far should you be from the car in front of you? Farther than you think
- 4 In Kingston, an agonizing question: What to do about Sir John A. Macdonald?
- 5 Does oat milk stack up nutritionally to other non-dairy milks?

LESLIE BECK

Visier's "people analytics" can make a real difference to both a company's human resources and its bottom line.

There's a hidden power behind employee data that most companies aren't taking advantage of, says John Schwarz, Chief Executive Officer of Visier, a Vancouver-based analytics provider.

"Everyone keeps tons of data generated in everyday business activities, but finding useful and actionable insights from that data, that's difficult," he says.

This is where Visier is uniquely designed to step in. The Visier solution is tailored specifically to answer the people questions that need answering, to help managers understand the organizational trends and the impact of people

You've got talent, but how much do you really know about it?

Unlock Your Insights

Developed with client approval

Identified as sponsor content

Content: Approx. 550 words + 1 supplied photo

Ad: Banner size 7.38" x 1.65"

Max two advertiser revisions to final content/page

LIVE: 7" w x 10" d
TRIM: 7 7/8" w x 10 3/4" d
BLEED: 8 1/8" w x 11" d

LIVE: 7" w x 4 15/16" d
TRIM: 7 7/8" w x 5 3/8" d
BLEED: 8 1/8" w x 5 5/8" d

General program information

Content development

To facilitate build of content, advertiser to complete supplied *Program Directions* document

Globe will work with client to develop content per directives and Globe-provided timelines

All custom produced content is licensed on behalf of clients, and can be used for their owned channels

Creative development

The Globe can assist in building ad creative to client approval, at no extra cost.

To facilitate, advertiser should provide, logo, preferred text, images if available and URL

One set of revisions provided

Report on Business magazine copy sales

Extra copies of Report on Business magazine may be purchased upon request

Payment terms

Prepayment is required, by cash, cheque or etransfer only

Credit reviewed upon submission of application. Subject to Globe and Mail approval.



REPORT ON BUSINESS
CANADA'S TOP GROWING
COMPANIES
