

# Business Education in Canada

Advertising Commitment	Material Deadline	Print/Digital Publication Date
September 15, 2021	October 5, 2021	Saturday, October 30, 2021



**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, many Canadians are looking for ways to strengthen their business acumen through formalized academics. As a complement to the November Report on Business magazine's editorial content on executive education, Business Education in Canada, an integrated content feature, will highlight the latest trends in this specialized area. In conjunction with ad support, your brand can be included in content space via a quote or mention. Don't miss this opportunity to connect with students who will benefit by knowing about your school, product or service.

For additional information, contact  
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**INTEGRATED CONTENT FEATURES** ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

## REACH YOUR TARGET

PRINT  
 Report on Business magazine  
**1,146,000**  
 PRINT READERS PER ISSUE  
**2,248,000**  
 PRINT AND DIGITAL READERS PER ISSUE  
 Source: Vividata Fall 2020, National Print  
 AIR/Digital Monthly

## 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

## Advertising Rates – SPONSOR CONTENT FEATURES (National)

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

#### PRINT

- YOUR CHOICE OF AD SPACE: ONE FULL or HALF PAGE. Advertising space can consist of brand ad and/or client approved content (additional investment required for client approved content).

#### DIGITAL

- 400,000 IMPRESSIONS delivered as (200,000x) 300 x 600 traffic drivers, with 1x article link and (200,000x) 300 x 250 big box brand impressions
- Additional advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

#### PRINT + DIGITAL BUNDLED INVESTMENT

FULL PAGE + 400,000 DIGITAL IMPRESSIONS	\$23,294
1/2 PAGE + DIGITAL 400,000 DIGITAL IMPRESSIONS	\$17,688

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

### Option “B”- Print Only

#### PRINT INVESTMENT

FULL PAGE	\$17,920
1/2 PAGE	\$12,019

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

### Option “C” - Digital Only

#### DIGITAL INVESTMENT

- One custom article developed to client approval, posted on Globe and Mail
- Article discovery via
  - 200,000 impressions with custom targeting
  - 867 clicks across Globe Alliance and extended network via CPC managed performance
  - Paid social amplification
  - Content retargeting & audience targeting driving to your site
- Advertiser branding as 300x250 big box + 728x90 leaderboard appears next to articles
- 1,500 – 2,200 estimated page views

\$15,000

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

- Most popular print sizes and digital frequency are noted. Ask about rates for other options.
- All rates noted are net, agency fees are additional.