

# RISK MANAGEMENT



**INVESTMENT:** SPECIAL REPORT/CONTRACT RATES APPLY

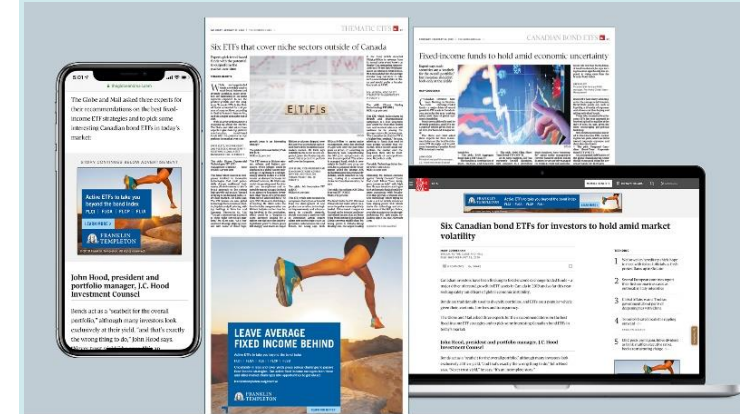
Every business faces risks that could present threats to its success. How that risk is managed plays a key role in every major corporate decision and action, from finance and administration to the manufacturing, marketing and media sectors.

To increase opportunity for achievement and reduce the possibility of failure this special editorial report will highlight how to identify business risk, as well as how to implement effective risk management policies.

For additional information, contact **KEITH RYDER**,  
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[kryder@globeandmail.com](mailto:kryder@globeandmail.com)

## EDITORIAL SPECIAL REPORTS

ARE TURNKEY CONTENT  
ADJACENCY SOLUTIONS THAT  
PROVIDE STRONG  
CONNECTION BETWEEN  
ADVERTISER AND READER



**PRINT: National Edition**

714,000 WEEKDAY

PRINT READERS

Source: Vividata Fall 2021, National, A14+

**PRINT/DIGITAL: National Edition**

6,367,000 WEEKLY

PRINT/DIGITAL READERS

Source: Vividata Fall 2021, National, A14+

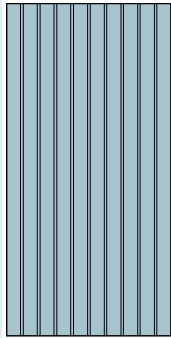
*Sponsor content on digital and print  
platforms is available. Ask your  
account manager for more details.*

# RISK MANAGEMENT 2022 SCHEDULE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
January 13, 2022	February 3, 2022	February 10, 2022	Thursday, February 24, 2022
March 17, 2022	April 7, 2022	April 14, 2022	Thursday, April 28, 2022
May 12, 2022	June 2, 2022	June 9, 2022	Thursday, June 23, 2022
July 14, 2022	August 4, 2022	August 11, 2022	Thursday, August 25, 2022
September 15, 2022	October 6, 2022	October 13, 2022	Thursday, October 27, 2022
November 17, 2022	December 8, 2022	December 15, 2022	Thursday, December 29, 2022

# Editorial Special Reports (National) – Advertising Rates

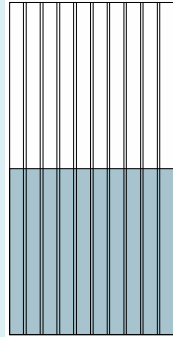
PRINT



FULL PAGE

National (net)  
\$24,300

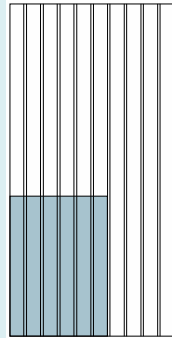
10 columns x 280 agates  
8.97" x 20.0"



1/2 page

National (net)  
\$14,300

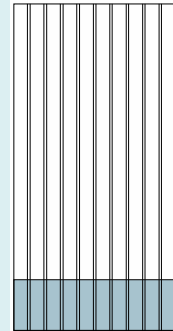
10 columns x 140 agates  
8.97" x 10"



1/4 page

National (net)  
\$7,500

6 columns x 117 agates  
5.30" x 8.36"



BANNER

National (net)  
\$5,100

10 columns x 47 agates  
8.97" x 3.36"

EVENT

## GLOBE BRANDED EVENTS - EXCLUSIVE SPONSORSHIP

60-minute webcast, hosted by The Globe and recorded for post event viewing

Developed to align with this report's theme

Includes:

- High impact pre-event promotion across print, email, social channels
- Speaker integration opportunities (pending editorial approval) and "sponsored by" branding elements
- Post-event marketing to amplify topic-sponsor connection

**35,000 (net)**

DIGITAL

### TRAFFIC DRIVER IMPRESSIONS

#### Globe and Mail

(300,000x) 300 x 600, ROS placement, multi-platform as available.

#### Globe Alliance and extended network

(200,000x) 300 x 600+300x250, Advanced contextual targeting

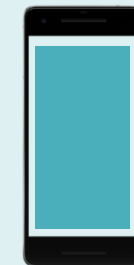
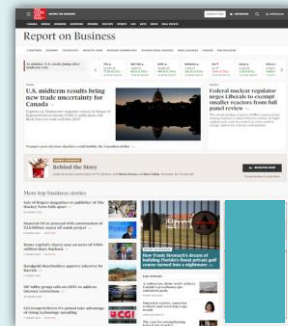
### BRANDING ADJACENT TO CONTENT

**1,500 – 2,000 estimated page views**

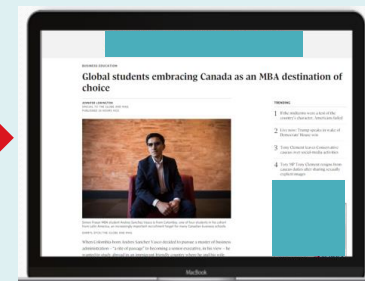
300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.

Post-campaign reporting on selected analytics.



Traffic Drivers



Articles with adjacent ads



**\$15,000 (net)**