

Cybersecurity



With the huge increase in online data sharing, it's no surprise that the resulting cost of security breaches is also on the rise. In fact, \$6.35 million was spent in 2020 against cyber infringements, a 6.7% increase from the previous year. Since breaches can be caused by system glitches, human error as well as malicious attacks, it's important that companies know how to minimize the risk. This special feature, scheduled to coincide with October Cybersecurity Awareness Month will provide insights and solutions to combat this growing business issue.

Customized sponsor content is available, speak to your Account Manager for more information.

Sponsor Content Ad	Standard Ad		Digital Issue Date	Print Issue Date
Booking Deadline	Booking Deadline	Material Deadline		
July 21, 2022	August 4, 2022	August 25, 2022	Friday, September 23, 2022	Saturday, September 24, 2022

Investment
Integrated content feature/contract rates
apply

For additional information, contact
KEITH RYDER, Special Reports Associate
kryder@globeandmail.com

**INTEGRATED CONTENT
FEATURES ARE TURNKEY
ADVERTORIAL SOLUTIONS.
PARTICIPATING
ADVERTISERS CAN BE
MENTIONED/QUOTED WITHIN
CONTENT SPACE.**

REACH YOUR TARGET
REPORT ON BUSINESS MAGAZINE

**PRINT
809,000
PRINT READERS PER ISSUE**
Source: Vividata Fall 2021, National, A14+,
Print AIR

**2,283,000
PRINT AND DIGITAL READERS PER
ISSUE**
Source: Vividata Fall 2021, National A14+, Print
AIR/Digital Monthly

Integrated Content Features – Advertising Rates

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.
- INTEGRATED CONTENT FEATURE PLACEMENT IS AT EDITORIAL DISCRETION

DIGITAL

- IMPRESSIONS delivered as
 - 50% 300x600 audience engagement units with advertiser logo above article link
 - 50% 300x250 big box + 728x90 leaderboard advertiser brand ads
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

INTEGRATED CONTENT ARTICLES WILL RUN IN PARTNER SECTION

<u>NATIONAL</u>	
FULL PAGE + DIGITAL	\$22,500
½ PAGE + DIGITAL	\$16,500
ALL RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.	
PRINT PLACEMENT SUBJECT TO AVAILABILITY.	
IMPRESSIONS DELIVERED AS ACROSS GLOBEANDMAIL.COM. ONE MONTH DELIVERY. 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	