

# Diversity and Inclusion in the Workplace

**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

A diverse workforce in race, age, religion, gender, nationality and sexual orientation brings numerous benefits to a company. These can include higher revenues, better decision making and innovation, higher rates of job acceptance among qualified candidates and better market performance.

But diversity is just the first step. Employees need to feel included too. Inclusivity is highly important to maintaining workplace diversity. This special feature provides insights on how to maximize both elements, creating an environment that will have positive and long lasting effects for both the business and its staff alike.

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



**Ad Close - Sponsor  
Content**

**25-Mar**

**Ad Close Standard  
Advertising**

**8-Apr**

**Material Deadline**

**29-Apr**

**Digital Insertion Date**

**27-May**

**Print Insertion Date**

**Saturday, May 28, 2022**

Investment

Integrated content feature/contract rates  
apply

For additional information, contact  
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# 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	