

Supply Chain Management



After a chaotic two years, the global economy is slowly starting to emerge from the pandemic. But Covid-19 has left one very destructive economic issue in its wake: disruption to global supply chains. This special feature will take a look at the current issues related to supply chain logistics as well as the solutions and adaptations companies are undertaking to overcome the challenges.

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

Ad Close - Sponsor Content	Ad Close Standard Advertising	Material Deadline	Digital Insertion Date	Print Insertion Date
23-Dec	7-Jan	28-Jan	25-Feb	Saturday, February 26, 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

2,248,000
PRINT AND DIGITAL READERS PER ISSUE

Source: Vividata Fall 2021, National 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	