

2022 NATIONAL
EDITORIAL SPECIAL
REPORT

REPORT ON
BUSINESS
MAGAZINE –
NOVEMBER ISSUE

BUSINESS EDUCATION

Advertising Commitment: Thursday, September 8

Material Due: Thursday, September 29

Digital Distribution: Friday, October 28

Print Distribution: Saturday, October 29

Investment: Special feature/contract rates apply

From Masters degrees to college level and part-time programs, professionals are looking to academically boost their careers.

We'll navigate the business education choices and provide a comprehensive guide to Canadian MBA and EMBA programs.

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

For additional information, contact

ANDREA D'ANDRADE,

Senior, Manager, Special Products kryder@globeandmail.com

THE GLOBE AND MAIL • **REPORT ON BUSINESS**
THE MAGAZINE FOR LEADERS

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

.....
REACH YOUR TARGET

REPORT ON BUSINESS
MAGAZINE

PRINT

708,000

PRINT READERS PER ISSUE

DIGITAL

1,341,000

DIGITAL READERS PER ISSUE

PRINT + DIGITAL

2,226,000

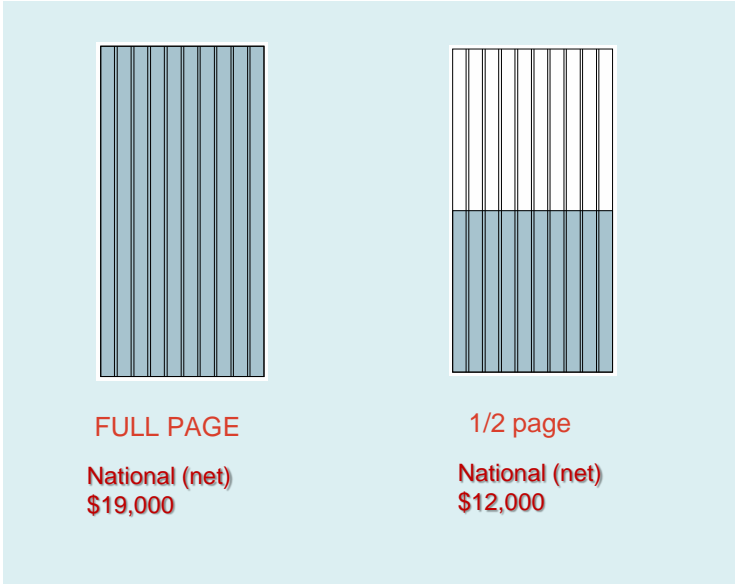
**PRINT AND DIGITAL READERS PER
ISSUE**

Source: Vividata Spring, 2022, National
A18+, Print/Digital Monthly



Editorial Special Reports (National) – Advertising Rates

PRINT



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

(400,000x) 300 x 600, ROS placement, multi-platform as available.

Globe Alliance and extended network

(450,000x) 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.

