

2022 NATIONAL
EDITORIAL SPECIAL
REPORT

REPORT ON
BUSINESS
MAGAZINE –
NOVEMBER ISSUE

BUSINESS EDUCATION

Advertising Commitment: Thursday, September 8

Material Due: Thursday, September 5

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

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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

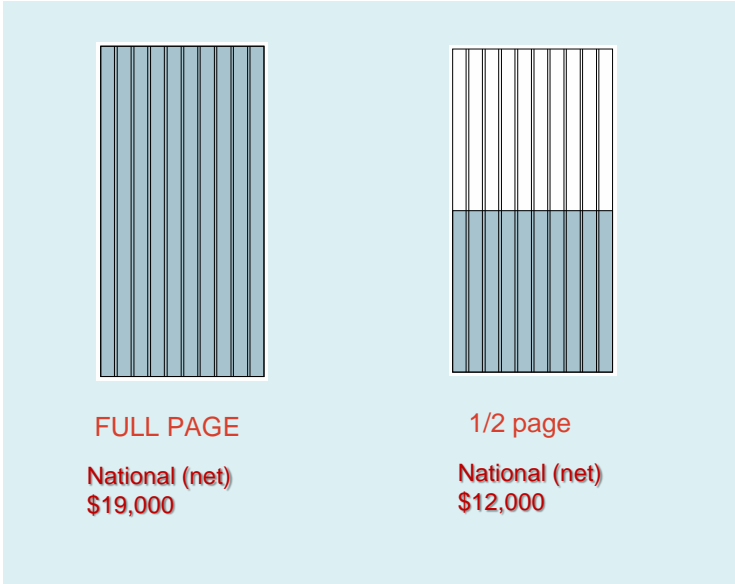
**PRINT AND DIGITAL READERS PER
ISSUE**

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.

