

Leadership for Tomorrow

INTEGRATED CONTENT FEATURES

Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. Produced by Globe Content Studio.

REACH YOUR TARGET

- 2.5x more likely to be Business Decision Makers
- \$53.1 billion of purchase influence
- 72% more likely to be MOPEs
- 2.3x more likely to be Senior Managers or Owners
- 21% more likely to be business owners
- 14% more likely to be SMB business owners (<250 employees at location)

Source: Vividata Fall 2022, National, A18+, Report on Business magazine print/digital

December Issue

As Gen Z enters the workplace, hybrid office arrangements become the norm and various global, environmental and economic factors influence the way companies are being run, the way we define leadership is evolving. This feature will look at “leadership for tomorrow” – what leadership qualities organizations want now, how that’s changed in recent years, and how that is expected to evolve. Advertisers will get the opportunity to put their company’s leadership in the spotlight in the context of the article.

| Standard Booking Deadline | Material Deadline | Print Insertion Date | Digital Insertion Date |
|---------------------------|-------------------|-----------------------------|---------------------------|
| October 5, 2023 | October 26, 2023 | Saturday, November 25, 2023 | Friday, November 24, 2023 |

Integrated Content Feature or Contract Rates Apply

For additional information, contact:

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