

Decision Makers
Business Influencers
C-Suite Disrupters
Agenda Setters
Thought Leaders
World-Class Innovators
Higher Income Earners
Investing Insiders
Inspiring Visionaries

Our journalism is innovative, bold and shapes the future of business, like our audience.

Report on Business is the magazine for Canada's decision makers, world-class innovators and disrupters, with a core mission to deliver lessons in leadership from the C-suites of this country's largest corporations, growing mid-size companies ready to go to the next level, and from entrepreneurs striving to create the next global leaders.

Now that the pandemic has accelerated what was already a frenetic pace of change in the world, we're even more essential as an insider's guide to the people, trends, challenges and opportunities that define business now and in the years to come, with unprecedented access and analysis by top business writers from The Globe and beyond.

DAWN CALLEJA, EDITOR



Canada's #1 business magazine delivers access to 2.4 million high value readers

Connect with leaders, and the next generation, through inspiring stories of visionary leadership, innovative strategies and new technologies, in definitive business rankings, vital advice on growing wealth, and in our signature events.

Our readers are the influencers leading or behind key strategic and purchase decisions. They're the essential connections that drive interest in your business products and financial services, and for premium real-estate, automotive and luxury goods brands that reward life away from the office.

Connect to Canada's premier business community

Trusted. Engaging. Rewarding.

As they spend focused time with our magazine, our authoritative journalism elevates your brand's connection to the most C-Level and Senior Management leaders, MOPEs, Decision Makers, and the most with high household incomes: your highest value consumers.



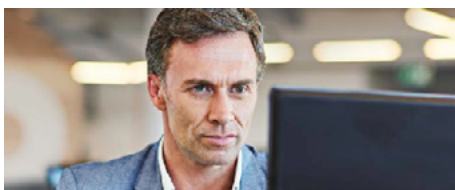
72% more likely to be influential MOPEs
2.3x more likely to be Senior Managers or Owners



2.5x more likely to be decision makers
\$53.1 billion of purchase influence



21% more likely to be business owners
14% more likely to be small business owners <250 employees



36% more likely to have a HHI \$150k or higher
Average HHI \$93,835



47% more likely to have \$1MM+ in investable assets
Average of \$208k investable assets



44% more likely to be heavy online traders (10+ month)
Average of \$208k investable assets



\$57.6 billion spent on most recent vehicles
67% more likely to own a premium vehicle



24% more likely to own a home valued at \$1 million+
Over \$17 billion spent on home renos in past 2 years



Your target consumers
2x more likely to visit advertiser's website
2.2x more likely to purchase
3x more likely to recommend a product or service after seeing a print/digital magazine ad

Readership

Canada's #1 business magazine reaches 2.4 million in print and online

	Print	Digital
NATIONAL	725,000	1,402,000
British Columbia	126,000	243,000
Prairies	126,000	287,000
Ontario	407,000	660,000
Quebec	66,000	128,000

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

Circulation

Delivered to Globe subscribers across Canada on Saturdays

NATIONAL	94,317
British Columbia	14,857
Prairies	10,103
Ontario	66,460

Source: Internal Circulation Data, 3 issue average, June-November 2022

Deliver your message next to our thought-provoking columns.

Connect to Canada's leaders in our upfront profiles of cutting-edge business strategists, leading innovators and smart investing ideas.

The Exchange

Our long-running, popular feature, where we engage in a frank conversation with a prominent executive or entrepreneur.



Decoder

Breaking down the facts on the pertinent issues affecting businesses today, and tomorrow.

REPORT ON BUSINESS



New Rules

Eye-catching strategic insights for readers opening the issue. Charts, quotes and bold graphics feature the latest management thinking in an entertaining package



Big Idea

Leading-edge research from Canada's business schools, delivering surprising findings on everything from marketing trends to logistics to employee engagement.

Turning Point

Interviews with executives and entrepreneurs about crucial decisions, big career moves, or the moment that changed the course of their business.



Smart Money

Smart advice on growing, and protecting your wealth, from top financial experts.

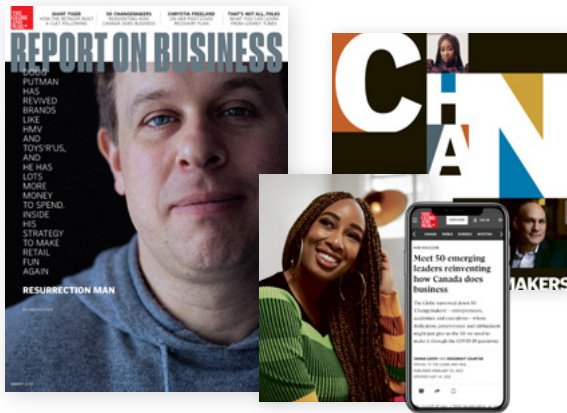


Celebrate inspirational business success

Get inside the stories of Canada's leading businesses, aligning your brand with our features on the fastest growing, most innovative companies and the influential people behind them, delivered in our insightful leadership profiles, definitive business rankings and engaging events.

Changemakers

March



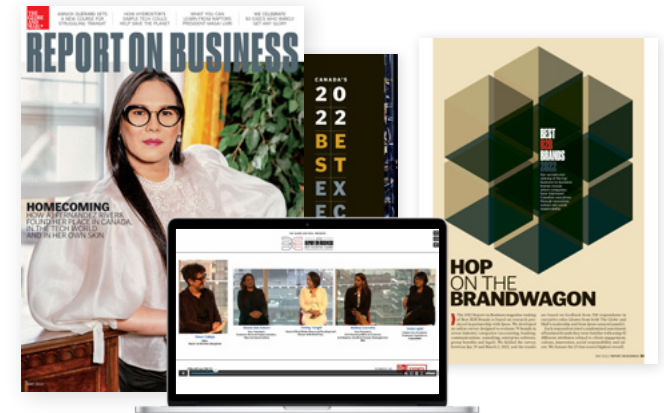
Women Lead Here

April



Best Executives Road to Net Zero Canada's Top Women Wealth Advisors

May



Canada's Best Managed Companies

June



Canada's Top Growing Companies

October



Canada's Top Wealth Advisors

November



CEO of the Year Canada's Best Law Firms Canada's Technology Fast 50

December



Grab reader engagement from the start, as readers open the magazine to reveal three connected pages in a stunning showcase of your brand experience. With the inside and outside back covers also included, you'll deliver massive visual impact.



Creativity. Storytelling. Results.

Drive unmatched audience engagement by presenting a highly focused magazine experience, featuring a reverse back cover and a potent mix of Globe Editorial and Custom Content.



Draw readers into your brand's story with informative features, produced with the quality of Globe journalism, to drive audience awareness and engagement across platforms.

Focused features to engage your target audiences

With custom developed Sponsor Content and preplanned Integrated Content features, we offer turnkey platforms to align with, or integrate your brand into our focused and engaging content.

[illegible]

Get more information
on our engaging
creative formats.

EXPLORE OUR CREATIVE GALLERY

Editorial and event calendar



March

DISTRIBUTION

Digital **Friday, February 24**
Print **Saturday, February 25**



April

DISTRIBUTION

Digital **Friday, March 24**
Print **Saturday, March 25**

Women Lead Here Event:
Wednesday, March 29

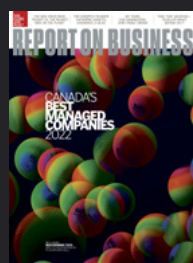


May

DISTRIBUTION

Digital **Friday, April 28**
Print **Saturday, April 29**

Best Executives Event:
Wednesday, May 3
Top Green Companies Event:
Monday, May 8
Top Women Advisors Event:
Tuesday, May 16



June

DISTRIBUTION

Digital **Friday, May 26**
Print **Saturday, May 27**

Align your brand with our signature issues, highest-profile editorial features, definitive rankings and events, and engage your target audiences in our focused, brand-integrated Content Features, throughout the year.

EDITORIAL FEATURE

Changemakers: Our annual editorial award celebrating emerging leaders who are transforming business in Canada.

INTEGRATED CONTENT FEATURE

Diversity, Equity and Inclusion in the Workplace: A look at the DE&I best practices and innovations.

BOOKING DEADLINES

Special Executions: **Monday, October 24**
Integrated Content Feature: **Thursday, January 5**
Standard Brand Advertising: **Tuesday, January 24**

MATERIAL DEADLINE

Thursday, January 26

EDITORIAL FEATURE

Women Lead Here: Our annual study into how Canada's largest publicly-traded companies are performing on executive gender parity. Featuring ROB's proprietary research, we also host a change-making event.

INTEGRATED CONTENT FEATURE

Employee Wellness: Initiatives and solutions to improve general and mental health at work.

BOOKING DEADLINES

Special Executions: **Monday, November 14**
Integrated Content Feature: **Tuesday, February 2**
Standard Brand Advertising: **Tuesday, February 21**

MATERIAL DEADLINE

Thursday, February 23

EDITORIAL FEATURE

Best Executives: An annual award program, profiling 50 exceptional non-CEO executives in the following categories: Finance, HR, Operations, Sales/Marketing and Technology. Recognition is celebrated in print, online and at an exclusive event.

Road to Net Zero: A new ROB magazine ranking that looks at corporate Canada's progress towards net-zero emissions targets.

Canada's Top Women Wealth Advisors: A ranking of top female financial advisors in Canada. Appearing online only.

INTEGRATED CONTENT FEATURE

Sustainability Strategies: Will spotlight many of the innovations Canadian companies are doing to help the planet.

BOOKING DEADLINES

Special Executions: **Monday, December 19**
Integrated Content Feature: **Wednesday, March 8**
Standard Brand Advertising: **Monday, March 27**

MATERIAL DEADLINE

Wednesday, March 29

EDITORIAL FEATURE

Best Managed Companies: ROB partners with Deloitte to present this anticipated list of privately owned Canadian companies. We'll highlight organizations that are excelling in all aspects of business from strategy and culture to governance and financials.

INTEGRATED CONTENT FEATURE

Supply Chain Management: Looks at the countless challenges and innovative solutions that are keeping products moving.

BOOKING DEADLINES

Special Executions: **Monday, January 16**
Integrated Content Feature: **Thursday, April 6**
Standard Brand Advertising: **Tuesday, April 25**

MATERIAL DEADLINE

Thursday, April 27

Editorial and event calendar



October

DISTRIBUTION

Digital **Friday, September 29**
Print **Saturday, September 30**

Top Growing Companies event:
Thursday, October 6



November

DISTRIBUTION

Digital **Friday, October 27**
Print **Saturday, October 28**

Top Wealth Advisors event:
Date TBC



December

DISTRIBUTION

Digital **Friday, November 24**
Print **Saturday, November 25**

CEO of the Year event:
Date TBC

Align your brand with our signature issues, highest-profile editorial features, definitive rankings and events, and engage your target audiences in our focused, brand-integrated Content Features, throughout the year.

EDITORIAL FEATURE

Canada's Top Growing Companies: Our highly anticipated ranking of corporate success, based on financials and positioned by growth. We will share the business secrets of recognized companies, connecting readers to a new generation of entrepreneurs.

INTEGRATED CONTENT FEATURE

Cybersecurity: Scheduled to coincide with Cybersecurity Month, this feature provides insights and solutions related to cyber infringements.

Spotlight on Small Business: Coinciding with Small Business Month, a special integrated feature showcasing entrepreneurial visionaries from across the country.

BOOKING DEADLINES

Special Executions: **Tuesday, May 23**
Integrated Content Feature: **Thursday, August 10**
Standard Brand Advertising: **Tuesday, August 29**

MATERIAL DEADLINE

Thursday, August 31

EDITORIAL FEATURE

Canada's Top Wealth Advisors: We rank Canada's leading financial advisors in partnership with Shook Research. Selection is based on factors including revenue trends, assets under management, compliance records, industry experience and best practices. Also featured will be an additional online only ranking of **Canada's Best-in-Province Wealth Advisors**.

INTEGRATED CONTENT FEATURE

Business Education: 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.

BOOKING DEADLINES

Special Executions: **Monday, January 19**
Integrated Content Feature: **Thursday, September 7**
Standard Brand Advertising: **Thursday, September 26**

MATERIAL DEADLINE

Thursday, September 28

EDITORIAL FEATURE

CEO of the Year: An annual celebration of leadership excellence, celebrating Canadian CEOs in five categories: Corporate Citizen of the Year, Global Visionary of the Year, Innovator of the Year, New CEO of the Year and Strategist of the Year. One of these truly exceptional leaders will be granted the overall title of CEO of the Year.

Best Law Firms: Canada's top law firms, identified in partnership with Statista, with recommendations and insights based on our detailed survey.

Canada's Technology Fast 50: A ranking by Deloitte of 50 of the fastest growing tech companies in Canada based on three-year revenue growth. Appearing online only.

INTEGRATED CONTENT FEATURE

Leadership for Tomorrow: The leadership qualities organizations want now, how things have changed, and how they are expected to evolve.

BOOKING DEADLINES

Special Executions: **Monday, July 17**
Integrated Content Feature: **Thursday, October 5**
Standard Brand Advertising: **Tuesday, October 24**

MATERIAL DEADLINE

Thursday, October 26

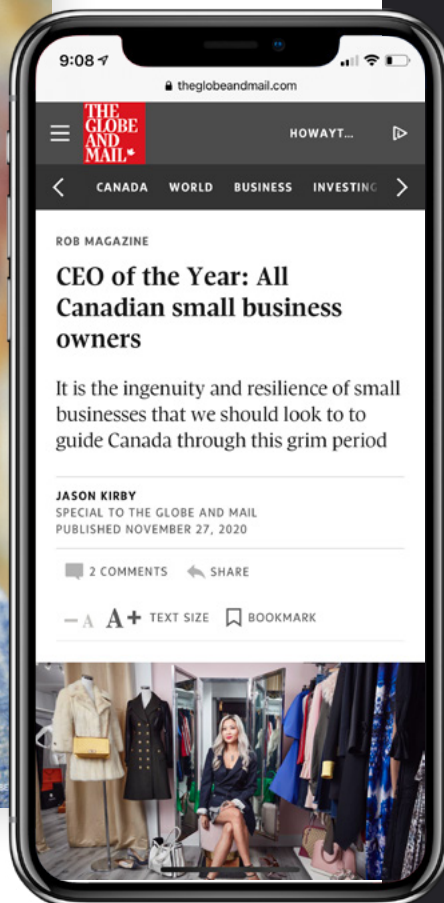
Take the next step

To learn more about advertising opportunities with Report on Business magazine, contact:

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For more information – including rates – and to create powerful marketing campaigns, please contact your Globe Media Group Team.

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