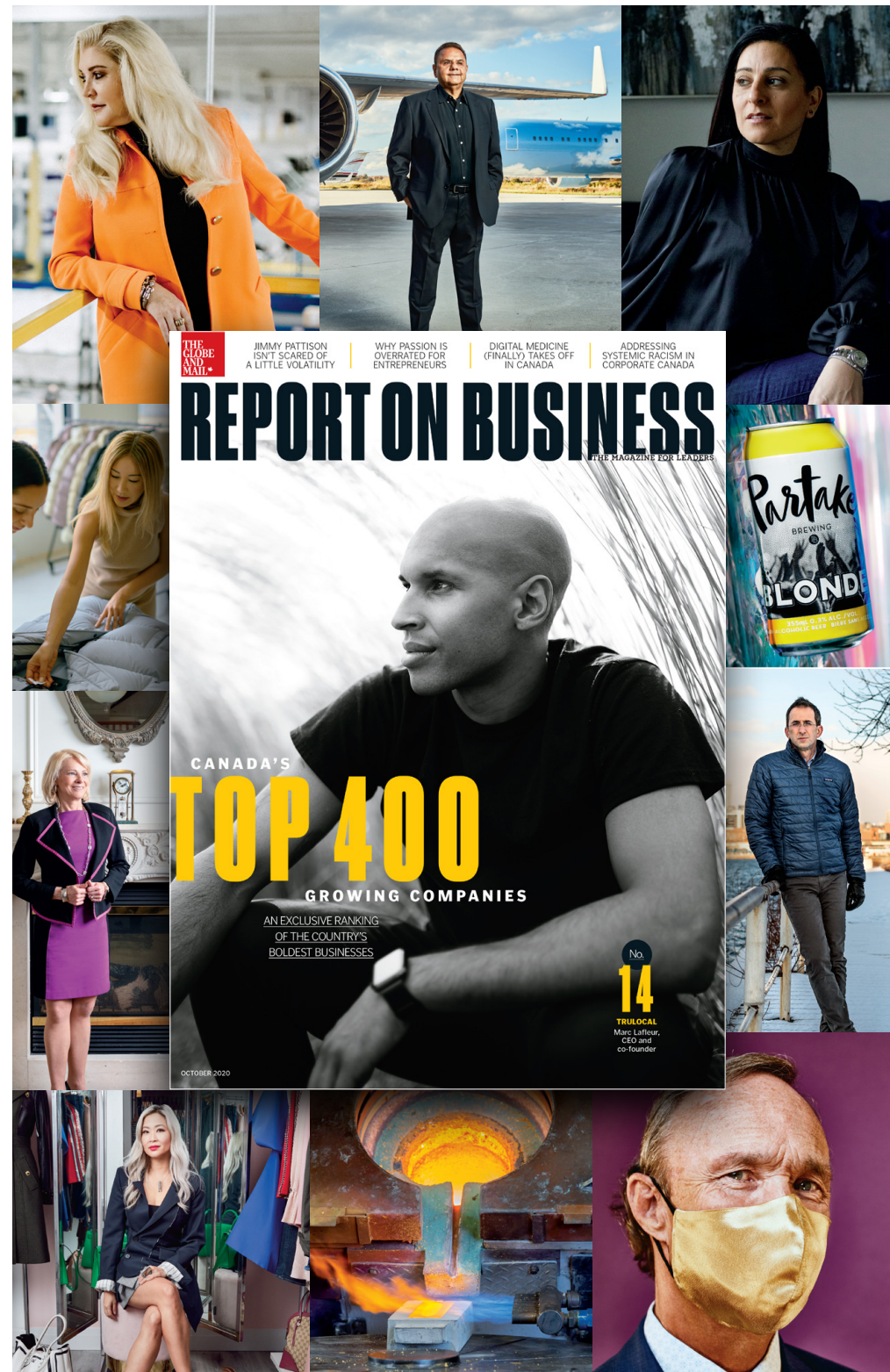


THE GLOBE AND MAIL **REPORT ON BUSINESS**
THE MAGAZINE FOR LEADERS

Canada's top business publication connects you to Canada's largest readership, including the most C-Level and Senior Management leaders, MOPEs, Decision Makers, and the most with high household incomes.

**Media Kit
2021**



CANADA'S DECISION MAKERS

BUSINESS INFLUENCERS

C-SUITE DISRUPTERS

AGENDA SETTERS

THOUGHT LEADERS

WORLD-CLASS INNOVATORS

HIGHER INCOME EARNERS

INVESTING INSIDERS

INSPIRING VISIONARIES

**Our journalism is highly relevant,
respected, bold and global in focus.**

Report on Business magazine is the pinnacle of The Globe's legendary business coverage, delivering Canada's most influential analysis and commentary.

**CONNECT TO CANADA'S
BUSINESS DECISION
MAKERS AND THE
NEXT GENERATION
OF LEADERS**



**Access 2.1 million high value readers in
print, digital and engaging events**

And, as the magazine is delivered in our Saturday newspaper, you'll capture the attention of our highly influential audience, who engage with the people, trends and brands that shape the way we work and live.

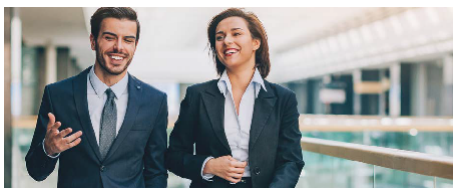
**Most importantly, 952,000 of our audience
are business leaders and the next
generation of business superstars.**

Our readers are the influencers behind or leading key strategic and purchase-decisions, across industries and start-ups, small businesses and corporations. They're the essential connections you need to drive interest in your business products, 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.

Our readers are highly receptive to your messaging as they absorb content created by Canada's top business journalists. Accordingly, choosing our authoritative environment elevates the authenticity and impact of your brand's connection to the highest value consumers.



**4.3x more likely
to be CEO/CFO/VPs**

3x more likely to be C-Suite Executives



**2.1x more likely
to be decision makers**

\$20.2 billion of purchase influence



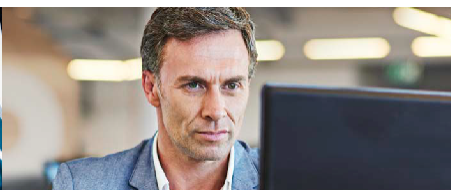
**79% more likely
to be business owners**

50% more likely to be
small business owners <50 employees



**55% more likely to be
influential MOPes**

2.2x more likely to be
Senior Managers or Owners



**57% more likely to have
a HHI \$150k or higher**

Average HHI \$94,113



**3x more likely to be heavy online
traders (10+ month)**

Average of \$232K investable assets



**70% more likely to own a
home valued at \$2 million+**

\$12.1 billion+ spent on
home renos in past 2 years



**54% more likely to own a
premium or luxury vehicle**

\$44.8 billion spent
on current vehicles



Your target consumers

**49% more likely to search for
76% more likely to purchase
2.4x more likely to recommend
a product or service**

Readership

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

| | Magazine | Digital |
|------------------|-----------|-----------|
| NATIONAL | 1,075,000 | 1,262,000 |
| British Columbia | 159,000 | 215,000 |
| Prairies | 228,000 | 267,000 |
| Ontario | 589,000 | 586,000 |
| Quebec | 98,000 | 111,000 |

Vividata Fall 2020 Study - National, A18+,
Report on Business magazine print/digital

Circulation

Delivered to Globe subscribers
across Canada on Saturdays

| | |
|------------------|---------|
| NATIONAL | 114,134 |
| British Columbia | 20,998 |
| Prairies | 13,997 |
| Ontario | 73,762 |
| Quebec | 5,327 |

Saturday ROB magazine circulation: AAM
September 30, 2019 Audit Summary

For more information on our audience
and engaging ways to connect with
them, explore our Business, Finance
and Lifestyle category hubs.

[VIEW OUR CATEGORY HUBS](#)

ACCESS INNOVATIVE THINKING THAT REDEFINES LEADERSHIP

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



Showcase your brand in Canada's most incisive – and frequently exclusive investigative Journalism – that spans the globe to explore new technologies, unearthing industry truths and sharing a wealth of valuable knowledge.

REPORT ON BUSINESS



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

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



Wealth: Smart advice on how the executives of today and tomorrow can grow and protect their wealth.

Deliver your message, next to our thought-provoking columns

Ask an Expert: Leading experts solve executives' problems, from awkward matters of office etiquette to intractable issues around corporate strategy.

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

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



Out of Office



CELEBRATE INSPIRATIONAL BUSINESS SUCCESS

Get inside the story of Canada's leading businesses and brands, as we profile the most innovative companies and the people behind them.

Canada's Top Growing Companies

October



EXPLORE THE SPONSORSHIP AND EVENT

REPORT ON BUSINESS

Each month our flagship business features that deliver leadership insights, definitive business rankings and engaging events.

Women Lead Here

April



EXPLORE THE SPONSORSHIP AND EVENT

Canada's Best Executives

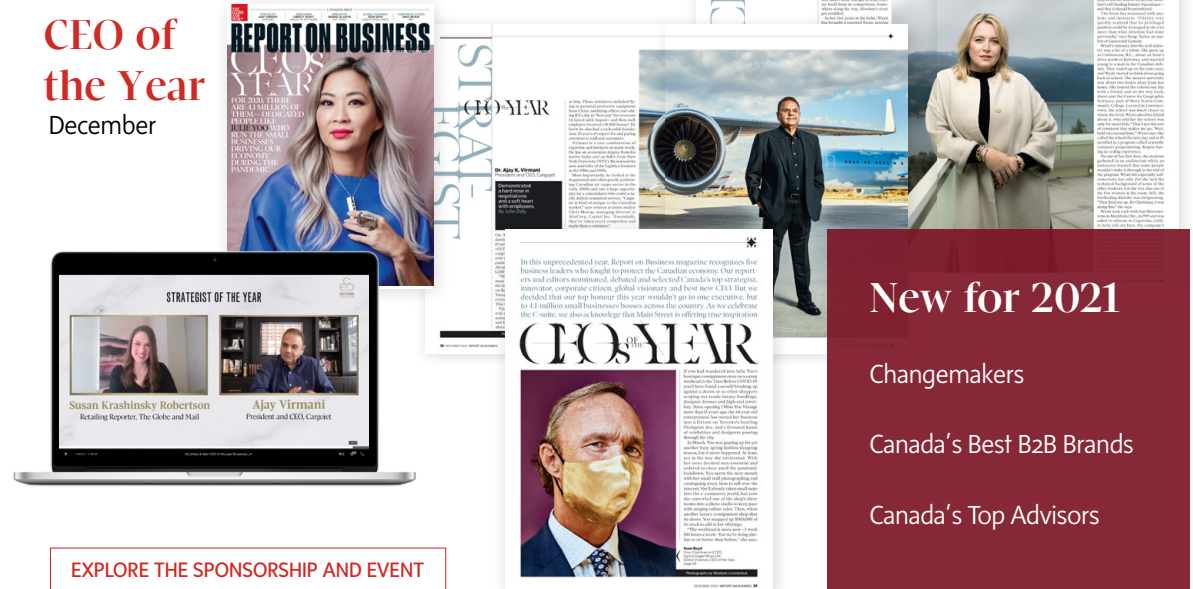
May



EXPLORE THE SPONSORSHIP AND EVENT

CEO of the Year

December



EXPLORE THE SPONSORSHIP AND EVENT

New for 2021

Changemakers

Canada's Best B2B Brands

Canada's Top Advisors

Showcase your brand in our biggest issues – aligned with innovation, leadership vision and success.

SEE THE 2021 EDITORIAL CALENDAR

EDITORIAL AND EVENT CALENDAR



March

DISTRIBUTION

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



April

DISTRIBUTION

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



May

DISTRIBUTION

Digital **Friday, April 23**
Print **Saturday, April 24**



June

DISTRIBUTION

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

Align your brand with our flagship issues, highest-profile editorial features, definitive rankings and events. Engage your target audiences through brand-Integrated Content Features, throughout the year.

EDITORIAL FEATURE

Changemakers: Our new annual editorial award celebrating 50 emerging leaders who are transforming business in Canada today.

INTEGRATED CONTENT FEATURE

Tax Preparation for Small Business: This special feature will provide timely and insightful tax filing advice. Align your brand message to connect with ROB's unmatched SMB audience.

[EXPLORE THE SPONSORSHIP AND EVENT](#)

BOOKING DEADLINES

Special Executions: **Monday, December 21**
Integrated Content Feature: **Tuesday, January 12**
Standard Brand Advertising: **Tuesday, January 26**

MATERIAL DEADLINE

Tuesday, February 2

EDITORIAL FEATURE

Women Lead Here: Our second year of our annual benchmark study into how the largest publicly-traded companies in Canada are performing on executive gender parity features a wealth of proprietary research, engaging editorial content. We will also host a change-making event.

INTEGRATED CONTENT FEATURE

Commercial Real Estate: We will explore what's in store for Canada's Commercial Real Estate industry and how it's impacting the decisions made by business leaders.

[EXPLORE THE SPONSORSHIP AND EVENT](#)

BOOKING DEADLINES

Special Executions: **Monday, February 8**
Integrated Content Feature: **Tuesday February 9**
Standard Brand Advertising: **Tuesday, February 23**

MATERIAL DEADLINE

Tuesday March 2

EDITORIAL FEATURE

Best Executives: An annual award program, profiling 50 exceptional non-CEO executives – 10 in each of the following categories: Finance, HR, Operations, Sales/Marketing and Technology. Who they are and why recognition is so deserving is revealed in this issue, and at an exclusive virtual event.

INTEGRATED CONTENT FEATURE

Mental Health in the Workplace: In recognition of May's Canadian Mental Health Awareness Week, we will examine social and economic challenges, and provide insights associated with workplace mental health.

[EXPLORE THE SPONSORSHIP AND EVENT](#)

BOOKING DEADLINES

Special Executions: **Monday, February 1**
Integrated Content Feature: **Friday, March 5**
Standard Brand Advertising: **Tuesday, March 23**

MATERIAL DEADLINE

Tuesday March 26

EDITORIAL FEATURE

Best B2B Brands: A new benchmark research report, produced in partnership with Ipsos. We'll identify the most trusted and admired business brands, as determined by Canadian executives, in seven categories.

INTEGRATED CONTENT FEATURE

Diversity and Inclusion in the Workplace will provide insights on how D&I maximizes positive and long-lasting effects for both businesses and their employees.

[EXPLORE THE SPONSORSHIP AND EVENT](#)

BOOKING DEADLINES

Special Executions: **Monday, March 22**
Integrated Content Feature: **Tuesday April 13**
Standard Brand Advertising: **Tuesday, April 27**

MATERIAL DEADLINE

Tuesday May 4

EDITORIAL AND EVENT CALENDAR



October

DISTRIBUTION

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

Align your brand with our flagship issues, highest-profile editorial features, definitive rankings and events. Engage your target audiences through brand-Integrated Content Features, throughout the year.

EDITORIAL FEATURE

Canada's Top Growing Companies: Our third annual 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

Celebrate Small Business: October is Small Business Month. In recognition, this special feature will showcase entrepreneurial visionaries from across the country.

Cybersecurity: Scheduled to coincide with October Cybersecurity Month, this feature will provide insights and solutions to combat issues related to cyber infringements.

[EXPLORE THE SPONSORSHIP AND EVENT](#)

BOOKING DEADLINES

Special Executions: **Tuesday, August 3**
Integrated Content Feature: **Tuesday, August 10**
Standard Brand Advertising: **Tuesday, August 24**

MATERIAL DEADLINE

Tuesday, August 31



November

DISTRIBUTION

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

EDITORIAL FEATURE

Top Advisors: Our recognition of the top 100 financial advisors in the country. Through our partnership with Shook Research, selection is based on factors such as revenue trends, assets under management, compliance records, industry experience and best practices.

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 plus offer a comprehensive guide to Canadian MBA and EMBA programs.

INTEGRATED CONTENT FEATURE

Business Education in Canada: As a complement to our business education coverage, this feature will highlight the latest trends. In conjunction with ad support, your brand can be included in feature content via a quote or mention.

[EXPLORE THE SPONSORSHIP AND EVENT](#)

BOOKING DEADLINES

Special Executions: **Monday, August 23**
Integrated Content Feature: **Tuesday, September 15**
Standard Brand Advertising: **Tuesday, September 28**

MATERIAL DEADLINE

Tuesday October 5



December

DISTRIBUTION

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

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.

INTEGRATED CONTENT FEATURE

Wealth Preservation: A special feature highlighting approaches and strategies to help investors maximize heritage finances.

[EXPLORE THE SPONSORSHIP AND EVENT](#)

BOOKING DEADLINES

Special Executions: **Monday, September 20**
Integrated Content Feature: **Tuesday, October 12**
Standard Brand Advertising: **Tuesday, October 26**

MATERIAL DEADLINE

Tuesday November 2

Front Cover Gatefold

Grab reader engagement from the start, with readers opening the magazine to reveal three connected pages to showcase your story. With the inside and outside back covers also included, you'll deliver massive creative impact.



INNOVATION.
STORYTELLING.
RESULTS.



Elevate your brand's storytelling

Draw readers into your brand's story with informative features – produced with the quality of The Globe – that integrate your messaging to drive brand awareness and engagement.

Flipbook

Delivers a unique, highly focused reading experience on the back of the magazine with a reverse cover. Tailor the delivery with a potent mix of Globe Editorial to build engagement and Custom Content to drive conversion.



EXPLORE OUR CUSTOM CONTENT STUDIO

Connect with your target audience

Align your brand with our focused and engaging Globe Special Reports and Integrated Content features, published throughout the year.

With a pre-planned schedule, they're powerful, turnkey platforms for marketers to align with, or be integrated into focused and engaging content.



Get more information on our engaging content and creative formats.

EXPLORE OUR CREATIVE GALLERY

EXPLORE OUR CALENDAR

2021 RATES

NATIONAL NET RATES

| SIZE | 1x | 3x | 6x |
|------------------|----------|----------|----------|
| FULL PAGE | \$20,480 | \$18,432 | \$16,384 |
| DPS | \$38,912 | \$35,021 | \$31,130 |
| 1/2 PAGE | \$12,288 | \$11,059 | \$9,830 |
| 1/3 PAGE | \$8,192 | \$7,373 | \$6,554 |
| IFC | \$23,600 | \$21,240 | \$18,880 |
| IBC | \$23,600 | \$21,240 | \$18,880 |
| OBC | \$25,660 | \$23,094 | \$20,528 |

Regional (Ontario or Western only) available upon request

Connect digitally to Canada's best business audience
across Report on Business magazine, Globe and Globe
Alliance inventory: \$25 CPM (or your contract CPM)

Creative advertising formats:

GlobeLink.ca/magazine-advertising-gallery

Production specs and FTP:

GlobeLink.ca/magazine-specs

Insert options and rates:

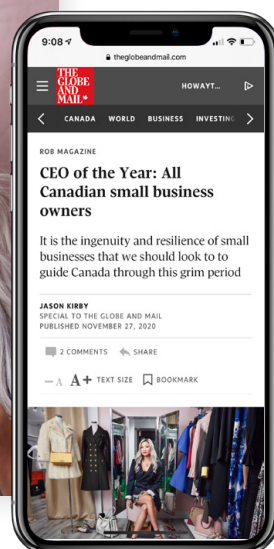
GlobeLink.ca/magazine-inserts

To learn more about advertising
opportunities with Report on
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Ryan Hystead

416.585.5409

rhystead@globeandmail.com



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