

EXECUTIVE EDUCATION PROFILE

The Executive Education Profile is a special sponsor content feature in the May issue of ROB magazine that delivers targeted access to your ideal audience.

Business-minded Canadians are turning to executive education programs such as MBA and EMBA more than ever to gain the acumen to help them confront economic, transitional, and leadership challenges head-on. Available in the May issue of Report on Business magazine, our Executive Education Profile is custom developed as a two-page sponsor content print feature, including elements about your institution's program such as:

- Course outline
- Dean's message
- Flexibility for professionals
- Alumni profiles
- Brand messaging

Also in the May issue:

- **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 revealed in this editorial feature.

For additional information contact
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Canada's #1 business magazine delivers access to **2.6** million high value readers

1.7x more likely to be Managers, Owners, Professionals

59% more likely to be between 18 to 34

Print/Digital Weekly Readers – **2,665,000**
Print Weekly Readers – **827,000** | Digital Weekly Readers – **1,498,000**

Source: Vividata SCC Fall 2023, National, A18+, Report on Business magazine print/digital

PRINT	Sponsor Content Booking Deadline	Material Deadline	Insertion Date
	Tuesday, February 13	Wednesday, March 27	Saturday, April 27
DIGITAL ONLY	Sponsor Content Booking Deadline	Material Deadline	Insertion Date
	Thursday, February 29	Friday, April 12	Friday, April 26

SPONSOR CONTENT FEATURE

EXECUTIVE EDUCATION PROFILE

We approach sponsor content by weaving your brand and message into the storytelling with the same standards as The Globe and Mail's editorial journalism.

Standard Digital Traffic Driver

Social

Globe Native

Digital Sponsor Content
Custom developed with full sightline

Print Sponsor Content (only 1 available)
Full sightline in article to appear alongside brand advertising in the May issue of ROB magazine

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ DIGITAL SPONSOR CONTENT: Minimum 2,000 – 2,900 page views for one article, custom developed with client**. • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social. 	\$17,000
Print + Digital Package <i>*only 1 available</i>	<ul style="list-style-type: none"> ➤ PRINT SPONSOR CONTENT: Full page or half page brand advertising adjacent to your sponsor content. ➤ DIGITAL SPONSOR CONTENT: Minimum 2,000 – 2,900 page views for one piece of sponsor content. • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social. 	<p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p>

**Full sightline and approval on sponsor content. 6-week lead time.
*Other ad/content options available, configuration determined by sponsor