

Navigating the Cybersecurity Landscape

Integrated Special Reports are turnkey content solutions where participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio, topics are informed by content management technology providing data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

In today's interconnected world, cybersecurity is more crucial than ever. With cyber threats evolving rapidly, businesses of all sizes face unprecedented challenges to safeguard their digital assets. This special report, appearing in the October 2024 issue of ROB magazine, explores insights and strategies that businesses can use to fortify their cyber threat defenses.

Articles under consideration for **Navigating the Cybersecurity Landscape**:

Securing the Remote Workforce - A look at the cybersecurity challenges associated with distributed workforces and insights on securing and implementing remote endpoints.

Regulatory Compliance - Regulations and compliance standards or continuously evolving. Practical guidance on achieving compliance and maintaining adherence will be explored.

Ransomware on the Rise - With the growing threat of ransomware attacks, this report will spotlight the business impact, and highlight effective prevention strategies.

Emerging Technologies - New technologies that are revolutionizing cybersecurity practices to stay ahead of evolving cyber threats.

For additional information contact
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2x more likely to be senior-level executives
320,000 Senior Managers/Owners

1.5x more likely to be Managers, Owners, Professionals
1,090,000 MOPEs

2.4x more likely to authorize business purchase decisions
1,159,000 BDMs

REPORT ON BUSINESS MAGAZINE READERSHIP (National)

Print/digital: 2,921,000
Print (average issue): 918,000
Digital (monthly): 1,645,000

Source: Vividata SCC Spring 2024, Total 14+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing Dates
July 18	August 8	August 29	Digital – Friday, September 27 Print – Saturday, September 28

INTEGRATED SPECIAL REPORT

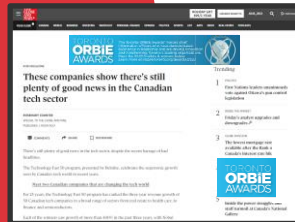
ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers

Digital Integrated Special Report
Content and Discovery

Standard Traffic Driver

Digital Integrated Special Report



Print Integrated Special Report



Full page ad



1/2 page ad

Package	Details	Investment
Digital*	<ul style="list-style-type: none"> ➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article. ➤ 200,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 200,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site. 	\$8,000
Print	<ul style="list-style-type: none"> ➤ Ad adjacent to report content, with brand mention in article**. Half and full page ad formats available. 	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> ➤ Digital and print as described above. 	<p>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p>

* No minimum page view estimates

** No sightlines or approval on integrated special report content

INTEGRATED SPECIAL REPORT

PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content developed for you exclusively to your approval

Digital Sponsor Content Discovery



Standard Digital Traffic Driver



Digital Integrated Special Report
Ads rotate with SOV among advertisers.

Print Integrated Special Report + Sponsor Content
Sponsor Content + branding appears in ad space, adjacent to Special Report



Digital Sponsor Content
Custom developed with the client

Standard Digital Traffic
Social
Globe Native



Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: Equal brand ad SOV among participating advertisers, adjacent to report*. No page view guarantees. <ul style="list-style-type: none"> • 150,000 impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads. ➤ DIGITAL SPONSOR CONTENT: Minimum 2,000 – 2,900 page views for one article, custom developed with client**. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social. 	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED SPECIAL REPORT: As noted above. ➤ PRINT INTEGRATED REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to editorial report. ➤ DIGITAL SPONSOR CONTENT: Minimum 1,700 – 2,500 page views for one piece of sponsor content. <ul style="list-style-type: none"> • 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>

*No sightline or approval on integrated special report content.

**Full sightline and approval on sponsor content. 6-week lead time.