

# BUSINESS TECHNOLOGY

*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.*

Position your brand at the cutting edge of innovation with this integrated special report on Business Technology. Presented as a series and addressing critical themes such as artificial intelligence, cybersecurity, and advanced business applications, amongst other potential themes, this report will provide a comprehensive view of the latest trends, pressing questions, and key concerns in the tech landscape.

As an integrated special report, Business Technology provides alignment with content, ensuring your products and services reach a tech-savvy audience eager to learn about the benefits of your brand. Partner with us to amplify your presence and influence in the dynamic world of business technology.

**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
December 2	December 12	January 23	Digital – Friday, February 21, 2025 Print – Saturday, February 22, 2025
March 24	April 10	May 8	Digital – Friday, May 30, 2025 Print – Saturday, May 31, 2025

**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"> <li>➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article.</li> <li>➤ 200,000 driver impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>➤ 200,000 brand impressions – Globe and Mail ROS</li> <li>• 300x250 brand ads, drives traffic to your site.</li> </ul>	\$8,000
Print	<ul style="list-style-type: none"> <li>➤ Ad adjacent to report content, with brand mention in article**. Half and full-page ad formats available.</li> </ul>	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> <li>➤ Digital and print as described above.</li> </ul>	<p><b>\$23,600</b> (National full page***)</p> <p><b>\$18,600</b> (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"> <li>➤ <b>DIGITAL INTEGRATED REPORT:</b> Equal brand ad SOV among participating advertisers, adjacent to report*. No page view guarantees.                             <ul style="list-style-type: none"> <li>• 150,000 impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to report with adjacent SOV ads.</li> </ul> </li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 2,000 – 2,900 page views for one article, custom developed with client**.                             <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to sponsor content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	<b>\$20,000</b>
Print + Digital Package	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL INTEGRATED SPECIAL REPORT:</b> As noted above.</li> <li>➤ <b>PRINT INTEGRATED REPORT AND SPONSOR CONTENT:</b> Full page or half page sponsor content adjacent to editorial report.</li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 1,700 – 2,500 page views for one piece of sponsor content.                             <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	<p><b>\$33,000</b> (National full page)</p> <p><b>\$28,000</b> (National half page)</p>

\*No sightline or approval on integrated special report content.

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