

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

Defining the future of business for Canada's
 leaders and the next generation

Media Kit 2024



Decision Makers

Business Influencers

C-Suite Disrupters

Agenda Setters

Thought Leaders

World-Class Innovators

Higher Income Earners

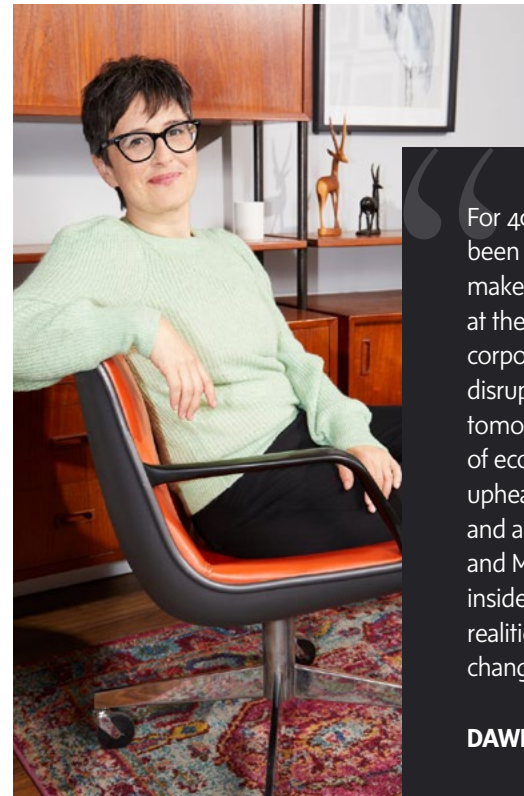
Investing Insiders

Inspiring Visionaries



REPORT ON BUSINESS

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



We don't just report on business, we help shape it.

For 40 years, Report on Business has been the magazine for Canada's decision makers – not just the leaders already at the top of this country's largest corporations, but also the innovators and disrupters striving to build the giants of tomorrow. We're living through an era of economic, technological and cultural upheaval. With unprecedented access and analysis from reporters at The Globe and Mail and beyond, consider us your insider's guide to navigating the new realities of doing business in a rapidly changing world.

DAWN CALLEJA, EDITOR

Canada's #1 business magazine delivers access to 2.7 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.

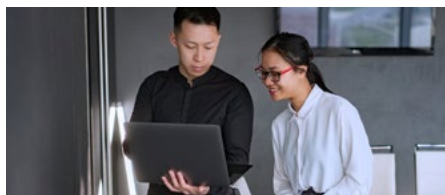
Our readers are the influencers leading or behind key strategic and purchase decisions. They're the essential connections that drive interest in your business products and financial services, and for premium real-estate, automotive and luxury goods brands that reward life away from the office.

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

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 your highest value consumers: the most C-Level and Senior Management leaders, MOPEs, Decision Makers, and those with high household incomes.



70% more likely to be MOPEs

2.3X more likely to be Senior Managers or Owners



56% more likely to have \$1MM+ in investable assets

Average of \$190.3k investable assets



36% more likely to be Business Owners

40% more likely to be small business owners



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

Average HHI \$95,795



2.4x more likely to be Business Decision Makers

\$42 billion of purchase influence



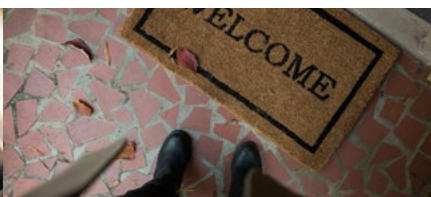
43% more likely to make more than 10 trades per month

39% more likely to be heavy stocks/bonds traders (past 12 months)



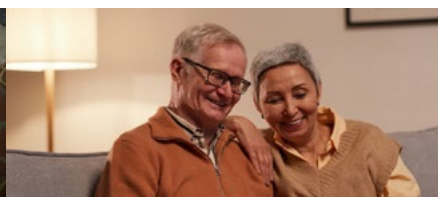
\$62.7 billion spent on vehicle purchases (most recent vehicle)

44% more likely to own a premium vehicle



58% more likely to own a home valued at \$1 million+

\$18.6 billion spent on home renos on principal residence in past 2 years



2X more likely to visit advertiser's website

3X more likely to recommend a product or service after seeing a print/digital magazine ad

Readership

Canada's #1 business magazine reaches 2.7 million in print and online

	Print	Digital
NATIONAL	827,000	1,498,000
British Columbia	127,000	282,000
Prairies	114,000	210,000
Ontario	501,000	821,000
Quebec	85,000	113,000

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

Circulation

Delivered to Globe subscribers across Canada on Saturdays

NATIONAL	83,430
British Columbia	13,583
Prairies	9,327
Ontario	56,517
Quebec	2,513

Source: Internal Circulation Data, 3 issue average, June-November 2023

Editorial and event calendar

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.



March

DISTRIBUTION

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

EDITORIAL FEATURE

Changemakers: An annual awards program created by Report on Business magazine to honour companies that have courageously tackled significant systematic changes in the corporate world on issues from racial inequality to climate change.

BOOKING DEADLINES

Special Executions: **Monday, October 23**
Standard Brand Advertising: **Tuesday, January 23**

MATERIAL DEADLINE

Thursday, January 25



April

DISTRIBUTION

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

Event:
Women Lead Here

EDITORIAL FEATURE

Women Lead Here: Report on Business magazine's comprehensive annual program, comprised of proprietary research, engaging editorial content and a change-making event. It benchmarks how the largest publicly-traded companies in Canada are performing on executive gender parity.

BOOKING DEADLINES

Special Executions: **Monday, February 12**
Standard Brand Advertising: **Tuesday, February 27**

MATERIAL DEADLINE

Thursday, February 29



May

DISTRIBUTION

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

Events:
Road to Net Zero
Best Executives

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 are revealed in this issue.

BOOKING DEADLINES

Special Executions: **Monday, March 4**
Standard Brand Advertising: **Monday, March 25**

MATERIAL DEADLINE

Wednesday, March 27



June

DISTRIBUTION

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

EDITORIAL FEATURE

Best Managed Companies: Report on Business magazine partners with Deloitte to present this anticipated list of privately owned Canadian companies. Organizations that are excelling in all aspects of business from strategy and culture to governance and financials are highlighted.

BOOKING DEADLINES

Special Executions: **Monday, March 25**
Standard Brand Advertising: **Tuesday, April 23**

MATERIAL DEADLINE

Thursday, April 25

Editorial and event calendar

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.



October

DISTRIBUTION

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

Event:
Top Growing Companies

EDITORIAL FEATURE

Canada's Top Growing Companies: Our annual ranking of corporate success, based on financials and positioned by growth. Business lessons from recognized companies connect readers to current corporate leaders as well as the new generation of entrepreneurs.

BOOKING DEADLINES

Special Executions: **Monday, July 29**
Standard Brand Advertising: **Tuesday, August 27**

MATERIAL DEADLINE

Thursday, August 29



November

DISTRIBUTION

Digital **Friday, October 25**
Print **Saturday, October 26**

Event:
Best Law Firms

EDITORIAL FEATURE

Canada's Best Law Firms: Produced in partnership with Statista, this list identifies national leaders in law based on recommendations of legal professionals.

ONLINE EXCLUSIVE EDITORIAL FEATURE

Canada's Technology Fast 50: In partnership with Deloitte, Report on Business magazine is honoring 50 of the fastest growing technology companies in Canada.

BOOKING DEADLINES

Special Executions: **Monday, August 26**
Standard Brand Advertising: **Thursday, September 24**

MATERIAL DEADLINE

Thursday, September 26



December

DISTRIBUTION

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

Event:
CEO of the Year
Canadian Economic Outlook

EDITORIAL FEATURE

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

Canadian Economic Outlook: Through compelling narratives and data, ROB provides insights from economists, fund managers institutional investors and CEOs on what's in store for 2025

BOOKING DEADLINES

Special Executions: **Monday, October 7**
Standard Brand Advertising: **Tuesday, October 29**

MATERIAL DEADLINE

Thursday, October 31

Celebrate Business Success

Throughout the year, ROB magazine shines a spotlight on excellence across the business community with our awards and ranking programs. Benefit from media alignment, thought leadership and networking through the convening power of The Globe and Mail.

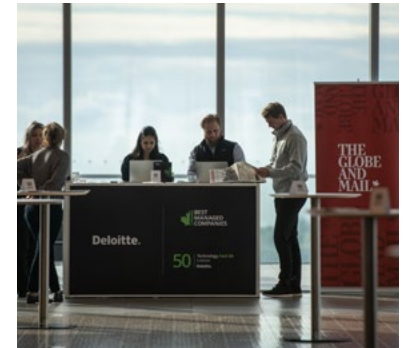
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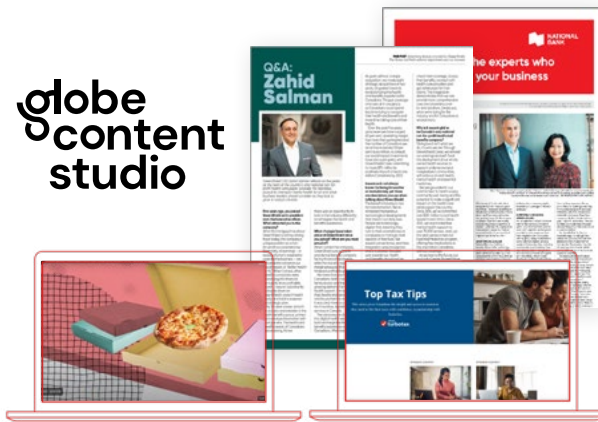
Special executions are highly impactful ways to capture and hold attention

Front Cover Gatefold

Inside front cover gatefolds grab engagement as readers open the magazine, to reveal three connected pages in a stunning showcase of your brand experience. With the inclusion of the inside and outside back covers, you'll deliver a massive visual impact. Other special executions are available. Contact your Globe and Mail Account Manager for more information.



**globe
content
studio**



Drive results through content-based solutions

Draw readers into your brand's story with insights-driven features, produced with the quality of Globe journalism.

Attract your target audience with custom Sponsor Content and planned Integrated Content features. We offer turnkey solutions for your brand to align or integrate. Special executions are effective ways to grab and keep attention.



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.

REPORT ON BUSINESS

Creativity. Storytelling. Results.

Flipbook

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.



Take the next step

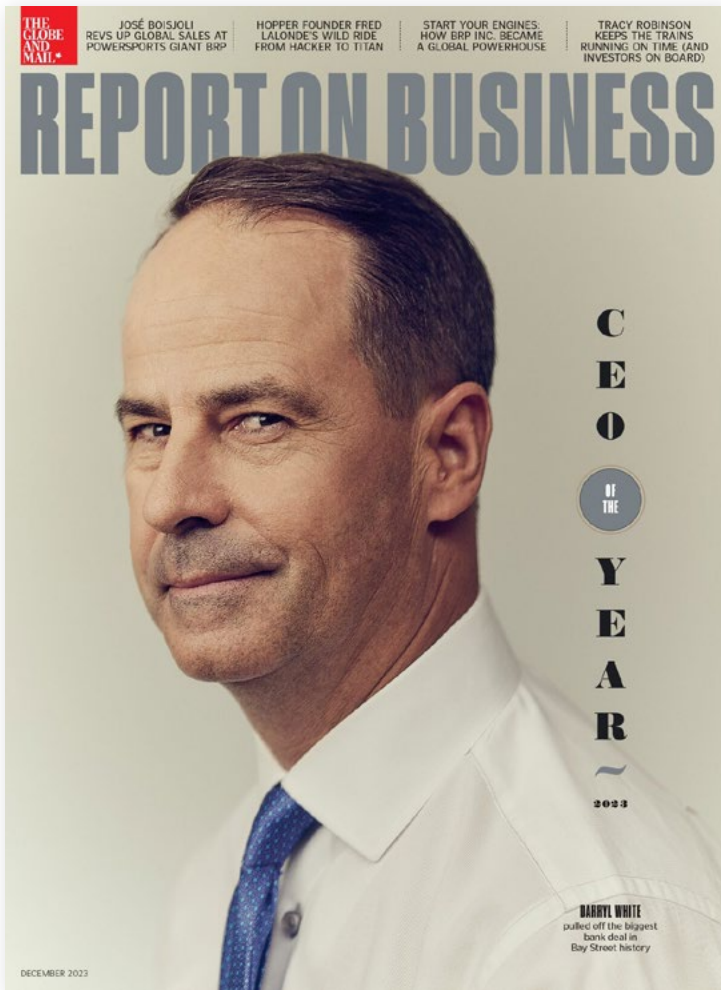
To learn more about advertising opportunities with Report on Business magazine, contact:

Lauren Pare

416.669.5363

lpare@globeandmail.com

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meets influence

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

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