



The Globe and Mail's Report on Business magazine is Canada's most authoritative and most awarded business publication. Reaching over 1 million readers – a group that represents some of the most affluent and influential individuals in our country – Report on Business should be your first choice when you want to connect with Canada's business community.

## CONTENTS

EDITORIAL VISION	1	READERSHIP FACTS	2	EDITORIAL CALENDAR	3	DEADLINES	3
ADVERTISING RATES	4	CIRCULATION	4	CREATIVE AD EXECUTIONS	5	CONTACT US	6
TERMS & CONDITIONS	7	EXTEND YOUR REACH	8				



Report on Business magazine is Canada's premier business magazine for one simple reason: CEOs, financiers and the nation's elite corporate officers rely on it for the engaging stories and trusted opinions that they need to make sense of Canada's, and in fact the world's, rapidly changing business landscape.

Cutting through the noise and delivering the information you need in a beautifully designed package is, and has always been, our mission. As the speed of the information flow accelerates, my goal for the magazine remains to give our audience access to the best available commentary via market-movers like Derek DeCloet and Eric Reguly, and to shape compelling narratives that our diverse, sophisticated readers can relate to. If your success depends on having access to the best information then you need not look any farther than Report on Business magazine.

Success, of course, isn't only built on what happens in the office. Our award-winning magazine not only keeps our readers up to date on the latest developments and prime movers in finance and industry, we also provide a tip sheet on the products and trends that enable them to live the life in the high style that suits their positions.

Our readers are the best of the best, and when they need to know what's going on in Canada and around the world, Canada's No. 1 business magazine is at their fingertips.

A handwritten signature in black ink, appearing to read 'Gary Salewicz'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

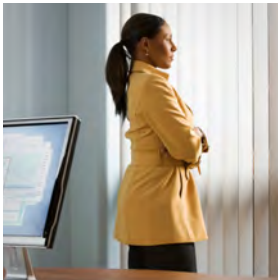
Gary Salewicz  
Editor

## Connect with Canada's premiere business community

Our readers are highly receptive to your advertising message as they absorb content created by Canada's top business journalists. This highly engaged and influential audience combined with Report on Business' authoritative environment will position your brand to influence Canada's influencers.



Report on Business magazine reaches 14% of Canada's business purchase decision making – that's \$33 billion in purchasing power! It also reaches more Canadians with a personal income of \$100,000+ than any other business magazine.



### REPORT ON BUSINESS MAGAZINE READERSHIP AT A GLANCE

Total readers	970,000
Male readers	659,000
Female readers	311,000
Average age	49.0
Average HHI	\$116,073
Readers per copy	3.5
Time spent reading per copy	34.4 minutes

SOURCE: \*PMB SPRING 2012 2 YEAR STUDY, ALL 12+

## Reach almost 1 million readers – the best of Canada's business community\*

- 450,000 managers, owners, professionals
- 80,000 'C' level executives – owners/senior managers
- 199,000 have personal incomes over \$100,000
- Best educated – 246,000 have post-graduate degrees



## Advertise in Report on Business and you will reach readers who:\*\*

Are investment savvy – they have an average total of \$229,000 in securities and savings. We deliver the most business magazine readers with:

- Mutual Funds – 449,000 (INDEX 156)
- RRSPs – 574,000 (INDEX 146)
- Stocks and Bonds – 305,000 (INDEX 235)
- Securities and Savings over \$250,000 – 125,000 (INDEX 325)

Travel for business and leisure – last year our readers took 3.8 million vacations and 2.4 million business trips. They spent:

- 2.7 million nights in hotels and rented 630,000 cars during their business travel

Love their cars – our readers have contributed \$23 billion dollars to the auto industry. They buy all types of vehicles:

- over \$30,000 (300,000)
- over \$40,000 (164,000)
- over \$50,000 (89,000)
- have an average of 2 vehicles per household, spending on average \$36,000 per vehicle



SOURCE: \*PMB SPRING 2012 STUDY 12+ \*\*AGE 18+

# 2012 Editorial Calendar

ISSUE DATE	EDITORIAL LINEUP	SPACE CLOSE	MATERIAL DUE	DISTRIBUTION
<b>January</b>	<b>THE INNOVATION ISSUE</b> Six of the most innovative business hubs on the planet, how they got this way, and how you can get in on the action.	Wednesday, November 23/11	Monday, November 28/11	Friday, December 30/11
<b>February</b>	<b>INVEST LIKE A LEGEND 2</b> In our annual investing package, we reveal the secrets of Canada's top investors.	Tuesday, December 13/11	Wednesday, December 14/11	Friday, January 27/12
<b>March</b>	<b>VISIONARIES</b> The biggest Canadian tech entrepreneurs in Silicon Valley.	Wednesday, January 25	Friday, January 27	Friday, February 24
<b>April</b>	<b>BEING GREEN</b> A look at the sustainable new world of design, from architecture to product design to smart new business practices.	Wednesday, February 29	Friday, March 2	Friday, March 30
<b>May</b>	<b>THE NEW, NEW MEDIA</b> Forget CD-ROMs and DVDs: today's New Media kings are revolutionizing the world of film, gaming and infotainment, one iPhone at a time.	Monday, March 26	Wednesday, March 28	Friday, April 27
<b>June</b>	<b>EXPORT NATION</b> Beyond America: four stories of Canadian exporters who've shifted focus from the U.S. to Brazil, Russia, India and China.	Wednesday, April 25	Friday, April 27	Friday, May 25
<b>July/August</b>	<b>TOP 1000</b> ROB's 28th annual must-read ranking of Canada's largest companies. Who's up, who's down – and why.	Wednesday, May 30	Friday, June 1	Friday, June 29
<b>September</b>	<b>EDUCATION GUIDE</b> The latest in customized, personalized executive education: This ain't your father's MBA.	Wednesday, August 1	Friday, August 3	Friday, August 31
<b>October</b>	<b>THE INFLUENTIALS</b> Thirteen of the most powerful people in Canadian business (not all of whom are in the corner office).	Wednesday, August 29	Friday, August 31	Friday, September 28
<b>November</b>	<b>SPEND THIS</b> From philanthropy to investing to mind-blowing consumption: we survey the year that was in conspicuous spending.	Wednesday, September 26	Friday, September 28	Friday, October 26
<b>December</b>	<b>CEO OF THE YEAR</b> Our annual look at the cream of Canada's leadership crop.	Wednesday October 31	Friday, November 2	Friday, November 30



**Report on Business magazine ...  
where influence lives**

NOTE: EDITORIAL LINEUP SUBJECT TO CHANGE



# 2012 Advertising Rates

## National Rates (4-colour)

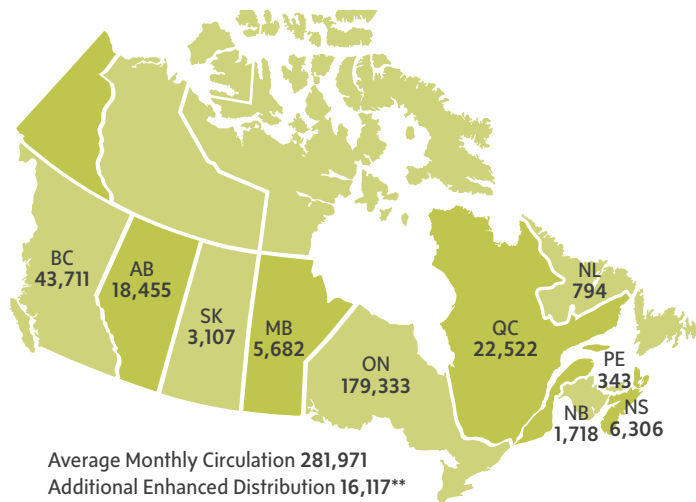
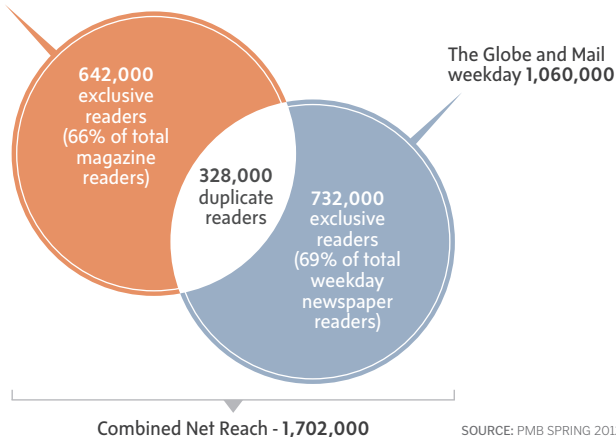
SIZE	1x	3x	6x	9x	12x
Full Page	\$26,345	\$25,590	\$25,060	\$24,550	\$24,020
DPS	\$50,060	\$48,650	\$47,630	\$46,615	\$45,615
1/2 DPS	\$33,565	\$32,570	\$31,845	\$31,140	\$30,570
1/3 DPS	\$22,540	\$21,900	\$21,440	\$21,010	\$20,555
1/5 DPS	\$18,085	\$17,565	\$17,200	\$16,850	\$16,490
2/3 Page	\$22,400	\$21,760	\$21,300	\$20,870	\$20,420
1/2 Page	\$17,670	\$16,760	\$16,505	\$16,380	\$16,090
1/3 Page	\$11,870	\$11,545	\$11,250	\$11,025	\$10,800
IFC/DPS	\$53,870	\$52,335	\$51,245	\$50,205	\$49,120
IBC	\$30,360	\$29,445	\$28,880	\$28,290	\$27,685
OBC	\$33,010	\$32,070	\$31,400	\$30,765	\$30,095

## Regional Rates

Eastern and Western Editions

	\$14,150	\$13,745	\$13,465	\$13,190	\$12,905
Ontario	\$20,500	\$19,915	\$19,500	\$19,105	\$18,690

Report on Business magazine 970,000



## Insert Stitch-In\*

NUMBER OF PAGES	GROSS CPM
2	\$96
4	\$100
6	\$105
8	\$112
10	\$122
12	\$134
16	\$147
24	\$160

Minimum Insert Cost: \$4,960 gross

## Tip-in Mechanical\*

NUMBER OF PAGES	GROSS CPM
2	\$153
4	\$158
6	\$163
8	\$169
10	\$181
16	\$192
24	\$204

## Tip-in Manual\*

NUMBER OF PAGES	GROSS CPM
2	\$312
4	\$318
6	\$322
8	\$332
10	\$342
12	\$353
16	\$363

\*A mock-up of each insert is required, please refer to the magazine specifications manual.

\*\*Enhanced circulation includes targeted distribution to professionals, such as doctors and dentists, and select hotels across Canada. Report on Business magazine is also distributed to Starbucks locations throughout the GTA.

# Creative Ad Executions

To enhance your brand's message and deliver it with impact, choose from one of Report on Business magazine's many unique creative executions. Contact your Globe and Mail representative for more information. Or visit [globelink.ca/magazines/adformats](http://globelink.ca/magazines/adformats) to view the complete list of advertising formats available.

## Acetate Insert



## Die Cut Insert



## Racetrack Ad

## Consecutive 1/3 Banners

## Other Opportunities Available

- › Inside Front Cover Gatefold
- › 1/2 Cover Gatefold
- › 1/2 Page Gatefold
- › 2/3 Gatefold
- › 4 Page Gatefold
- › 6 Page Gatefold
- › 8 Page Gatefold
- › Reverse L-Shape
- › 1/5 Double Banner
- › 1/3 Double Banner
- › Consecutive Build
- › and more...

# Contact Us

## **TORONTO** ONTARIO & MANITOBA

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email [advertising@globeandmail.com](mailto:advertising@globeandmail.com)

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email [advertisingeasternca@globeandmail.com](mailto:advertisingeasternca@globeandmail.com)

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tel 604.685.0308 toll free 1.800.663.1311 fax 604.685.7549  
email [advertisingwesternca@globeandmail.com](mailto:advertisingwesternca@globeandmail.com)

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fax 604.685.7549 toll free (SASK) 1.800.663.1311 ext. 6639 fax 604.685.7549  
email [advertisingwesternca@globeandmail.com](mailto:advertisingwesternca@globeandmail.com)

## **UNITED STATES, MEXICO & CARIBBEAN**

tel: 858.366.4265 toll free 1.866.744.9890 fax 866.355.5990  
email [rlaplante@media-corps.com](mailto:rlaplante@media-corps.com)

## **GLOBELINK.CA**

CONTACT DIRECTORY

MAGAZINE INFORMATION

CREATIVE FORMATS

[globelink.ca/directory](http://globelink.ca/directory)

[globelink.ca/magazines](http://globelink.ca/magazines)

[globelink.ca/magazines/adformats](http://globelink.ca/magazines/adformats)

**YOU ALSO NEED TO KNOW:** Any advertising published by The Globe and Mail in the newspaper or any of its other publications may, at our discretion, be published, displayed, retained and archived by us and anyone authorized (including any form of licence) by us, as many times as we and those authorized by us wish, in or on any product, media and archive (including print, electronic and otherwise).

All advertising must meet Globe and Mail terms and conditions, available on [globelink.ca/termsandconditions](http://globelink.ca/termsandconditions), on the next page, or please request a printed copy from your advertising representative.



GOLD - PORTRAIT PHOTOGRAPHY



SILVER - BUSINESS AND SILVER - SOCIETY

## **NATIONAL MAGAZINE AWARD WINNERS**



GOLD - WORDS & PICTURES



GOLD - ART DIRECTION FOR A SINGLE MAGAZINE ARTICLE

# Terms & Conditions

- 1) All advertising is subject to credit approval by any means or person designated by Publisher. The reasonable withholding of credit approval by Publisher shall not relieve Advertiser from carrying out its obligations under this contract. On advertising where credit terms are granted by the Credit department, accounts are due and payable when billed. Accounts are considered past due if payment is not made by the 20th of the following billing. Failure to comply with credit terms may result in the curtailing or withdrawal of credit privileges, and failure by Advertiser to pay invoices will entitle Publisher to terminate this contract on written notice. The publisher may at its discretion, provide electronic images of the magazine pages (ie. E-tearsheets) as checking copies. Failure to receive checking copies is not recognized by Publisher as a valid reason for withholding payment. Payments shall be made to the Finance Department, Cash Office, 444 Front Street West, Toronto, Ontario M5V 2S9. All rates are stated in Canadian currency. Payments in foreign currency must be made at the prevailing rate of exchange.
- 2) An order not corresponding with the current rate will be regarded as a clerical error and the advertising will be inserted at the current rates. For contract advertisers, yearly billings will be adjusted at the end of the year to reflect the actual volume run and where applicable, to reflect a lower or higher rate resulting in either a rebate or a short rate.
- 3) Publisher reserves the right to increase advertising rates any time and all contracts are accepted subject to this reservation. The Advertiser reserves the right to cancel contract without short rate on written notice within 15 days after higher rates are made effective by the Publisher. Furthermore, should publication of any edition of The Globe and Mail newspaper or any of its products be restricted or curtailed in any way due to conditions beyond Publisher's control, the rate quoted herein and the amount of space contracted for as well as the size, location or volume of advertisement shall all be subject to revision or regulation by the Publisher at any time without notice.
- 4) Agency commissions – 15% commission will be allowed only to accredited agencies. No agency commission will be allowed on local, retail or classified advertising. The Publisher will require prepayment from any advertising agency that indicates that any of their clients is responsible for payment of the advertisement or if any kind of payment disclaimer is used or implied on advertising agency insertion orders.
- 5) Advertising will be measured from cut-off rule to cut-off rule. If publication of Report on Business magazine is curtailed in any way, rates quoted here or in any contract and the size of location of any advertisement shall be subject to modification without notice by the Publisher. Press limitations and other causes may require the Publisher to limit the availability of colour and other special classifications on selected occasions during the year. The word "advertisement" or a similar title may be printed by Publisher over, under or alongside any advertisement. No contingency orders will be accepted by Publisher.
- 6) The Publisher reserves the right without notice and without liability:
  - i) to reject, discontinue, classify or omit any advertisement
  - ii) to cancel any advertising contract for reasons satisfactory to the Publisher and
  - iii) to revise or reject advertisements in accordance with standards acceptable to the Publisher without notice. All advertising is subject to Publisher's approval, as to matter, space and location.
- 7) Any advertising published by Publisher in The Globe and Mail newspaper or any of its products, at Publisher's discretion, be published, displayed, retained and archived by Publisher and anyone authorized (including any form of license) by Publisher, as many times as Publisher and those authorized by Publisher wish, in and on any product, media and archive (including anything in print, electronic and other form).
- 8) While every endeavor will be made to furnish replies to box numbers to the advertisers as soon as possible, the Publisher accepts no liability in respect to loss or damage alleged to arise through either failure or delay in furnishing such replies, however caused, by negligence or otherwise. The Publisher reserves the right to inspect all replies solicited through The Globe and Mail newspaper. Printing of key numbers is not guaranteed.
- 9) Contest advertising must be submitted in advance and include rules. Main prize winners' names must be published or notified by mail. A complete list of winners must be filed with The Publisher.
- 10) The Advertiser is solely responsible for the fulfillment of this advertising contract. Copy and material must be received at Publisher's office by deadlines as specified. Publisher is not responsible for return of advertising material.
- 11) The Advertiser agrees that the Publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for the space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to the negligence of its employees, agents or otherwise and there shall be no liability to the Publisher for non-insertion of any advertisement.
- 12) Advertiser warrants to Publisher that Advertiser has the full right and authority, including all rights necessary with respect to any copyright and trademark rights related to all advertising published under this contract, to authorize Publisher to publish all advertising tendered hereunder. By way of example but not limitation, this warranty by Advertiser covers all copyright rights related to any fonts used in any advertisement text, design and layout. All materials produced by Publisher will remain the property of the Publisher. The Advertiser agrees to indemnify the Publisher for any loss or damage incurred by Publisher as a result of publishing any advertisement that is libelous, misleading or otherwise subjects the Publisher to liability. This indemnity applies to all advertisements published, even if produced by Publisher on behalf of Advertiser. The Publisher will not knowingly publish any advertisement that is illegal, infringing, misleading or offensive to its readers. The Publisher expressly disclaims all warranties, representations and conditions of any kind, express or implied, by statute or otherwise, to the fullest extent permitted by law. All of the Publisher's limitations of liability and disclaimers set out in these terms and conditions shall apply notwithstanding the breach of a fundamental term of condition or a fundamental breach.
- 13) Advertiser agrees to Publisher's privacy policy, which can be accessed at [www.theglobeandmail.com/privacy](http://www.theglobeandmail.com/privacy).
- 14) Double page spread (DPS) in front of magazine; inside front cover (IFC) position; front cover gatefold. Available on first-come, first-served basis. If IFC gatefold position is requested following commitment for IFC DPS, the IFC DPS advertiser will have option to upgrade to gatefold one month prior to issue deadline at applicable rate. IFC advertiser not wanting to upgrade will be allowed to either cancel insertion or move to next DPS position. Advertisers on second/third DPS will then shift to next DPS from front of magazine.
- 15) The Publisher reserves the right to reject any advertorial advertising that is not labelled AN INFORMATION SUPPLEMENT, includes a by-line, or is designed to resemble the editorial pages of the magazine – including the use of matching fonts.
- 16) Cancellation Charge: 50 percent for ads cancelled after deadline. No cancellations accepted after press date.
- 17) These terms and conditions apply in all circumstances.



# Extend Your Reach



## Reach over 5.7 million influential Canadians

**GLOBE AND MAIL**  
6 Day Cume  
2,363,000

**GLOBE AND MAIL ONLINE**  
Past month 3,422,000

**GLOBE 6 DAY CUME EXCLUSIVE**  
1,467,000

**NEWSPAPER & ONLINE**  
319,000

**GLOBE MONTHLY ONLINE EXCLUSIVE**  
2,939,000

**READ ALL THREE**  
90,000

**NEWSPAPER & ROB MAGAZINE**  
488,000

**ONLINE & ROB MAGAZINE**  
74,000

**REPORT ON BUSINESS MAGAZINE EXCLUSIVE**  
344,000

**REPORT ON BUSINESS MAGAZINE**  
995,000

**OUR COMBINED NET REACH:**  
5,720,000 Canadians each month

Contact your Globe representative to get our brand working for your brand:  
1.800.387.9012 | [advertising@globeandmail.com](mailto:advertising@globeandmail.com) or visit [globelink.ca](http://globelink.ca)

SOURCE: PMB/COMSCORE FUSED DATABASE - FALL 2011 - TOTAL CANADA AGE 18+