

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

Report on Business (ROB) magazine is an extension of The Globe and Mail's Report on Business coverage, building on ROB's daily coverage with longform editorial features and in-depth analysis.

Defining the future of business for the leaders of today and tomorrow

**Media Kit 2025**



Investment Explorers  
High Net Worth Investors  
Retirement Roadmappers  
Youthful Yielders  
Philanthropists  
Property Investors  
Business Decision Makers  
Entrepreneurs

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 2.8 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.

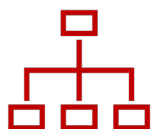
Source: Vividata SCC Fall 2024, National, A18+, Report on Business magazine print/digital

MEDIA KIT 2025-01 / 2

# 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.



**48% more likely to be MOPEs**  
97% more likely to be Senior Managers or Owners



**13% more likely to have \$1MM+ in investable assets**  
Average of \$177.6K investable assets



**35% more likely to be Business Owners**  
46% more likely to be small business owners



**2x more likely to have a HHI of \$200k or higher**  
76% more likely to have PI of \$100K+



**94% more likely to be Business Decision Makers**  
\$58.1 billion of purchase influence



**78% more likely to make more than 10 trades per month**  
60% more likely to be medium/heavy stocks/bonds traders (past 12 months)



**\$76.7 billion spent on vehicle purchases (most recent vehicle)**  
94% more likely to own a premium vehicle



**90% more likely to own a home valued at \$2 million+**  
\$20.5 billion spent on home renos on principal residence in past 2 years



**2.2x more likely to visit advertiser's website**  
2.9x more likely to recommend a product or service after seeing a print/digital magazine ad

## Readership

Canada's #1 business magazine reaches 2.8 million in print and online

	Print	Digital
NATIONAL	837,000	1,565,000
British Columbia	154,000	247,000
Prairies	167,000	256,000
Ontario	398,000	725,000
Quebec	113,000	219,000

Source: Vividata SCC Fall 2024, National, A18+, Report on Business magazine print/digital

## Circulation

Delivered to Globe subscribers across Canada on Saturdays

NATIONAL	73,755
British Columbia	11,734
Prairies	8,189
Ontario	48,916
Quebec	2,223

Source: Internal Circulation Data, 3 issue average, October-December 2024

# Deliver your message next to our thought-provoking columns

Connect to Canada's leaders in our upfront profiles of cutting-edge business strategists, leading innovators and smart investing ideas.

**REPORT ON BUSINESS**

Editor's Note



Success(ion)

1 First met Linda Haasler in 2001. I'd just retired from a career-long marriage after having my first child, and I was struggling to sort out my life. Haasler was CEO of Ikonium, the manufacturer her dad founded in 1966, and I was the CEO of Ikonium. Our relationship was a mix of professional and personal. She was a mentor, a friend, and a confidante. She helped me navigate the challenges of running a family business and the complexities of a merger. Her wisdom and support were invaluable. She was a true leader, and her legacy lives on through the success of Ikonium.

Editor's Note

Editor's curated highlights of articles and features appearing in the issue.

New Rules

A graphic compendium of everything you need to know about hot-button topics.

**11/24**

WHAT YOU CAN LEARN FROM...

**Keatu Reeves**

This year marks a break of substance for the hockey-loving, ice-kicking, kitchen-applauding former athlete who's returned to Toronto with his venture-designer mentor who he was mentored by: Bill D'Amico. Reeves founded the firm, which has raised over \$25 million in venture capital funding. And he's now back in Toronto, where he's working on his second startup, which he's now back in Toronto, where he's working on his second startup.

**1** Be excellent to each other

**2** GO IT ALONE

**3** Rejection is liberation

**4** Be your own private fanny

**5** The ones who love us will miss us

**11/24**

What you can learn from...

We parse the careers of Canadian pop-culture icons for tips on how to be a strong leader.

**08/23**

**Big Idea**

Friends with benefits

During a much-watched speech in Washington this past October, Finance Minister Chrystia Freeland hinted at a new post-election agenda of "friend sharing." But global supply chains can't be remedied overnight, so what do we do in the meantime?

**11/24**

**DEUS X machin**

Their track record is solid and their growth is impressive. They're a team that's growing rapidly, and they're a team that's growing rapidly.

**11/24**

**HEADING SOUTH**

It's economic news in Alberta these days: In just a week, the province's unemployment rate has risen from 10.8 per cent to 11.4 per cent. The province's economy is struggling, and the province's economy is struggling.

**Big Idea**

Analysis of the latest academic research that can help move your business - and the country - forward.

**11/24**

**COMBINING GDP PER CAPITA**

Map of Canada showing GDP per capita by province. The map shows that the provinces with the highest GDP per capita are Ontario, Quebec, and Alberta.

**11/24**

**NEW RULES**

**\$24 BILLION**

Graphic showing the impact of new rules on various sectors. The graphic shows that the impact is significant, with a total of \$24 billion in new revenue.

**11/24**

**NEW RULES**

**\$458 BILLION**

Graphic showing the impact of new rules on various sectors. The graphic shows that the impact is significant, with a total of \$458 billion in new revenue.

**11/24**

**NEW RULES**

**\$257 BILLION**

Graphic showing the impact of new rules on various sectors. The graphic shows that the impact is significant, with a total of \$257 billion in new revenue.

**For Your Consideration**

ROB pinpoints one undervalued stock that deserves a closer look.

**11/24**

Decoder

Economics reporter Jason Kirby dives deep into the data to illuminate the charts you need.

**11/24**

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# 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 Special Reports throughout the year.



March

#### DISTRIBUTION

Digital **Friday, February 21**  
Print **Saturday, February 22**

#### 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.

#### INTEGRATED SPECIAL REPORTS

**Spotlight on Small Business:** Small business challenges, trends, solutions.  
**Business Technology:** The latest advances from AI to cybersecurity and advanced business applications.

#### BOOKING DEADLINES

Special Executions: **December 23, 2024**  
Special Reports: **December 12, 2024**  
Standard Advertising: **January 21**

#### MATERIAL DEADLINE

**January 23**



April

#### DISTRIBUTION

Digital **Friday, March 28**  
Print **Saturday, March 29**

Event:  
**Women In Business**

#### EDITORIAL FEATURE

**Canada's Top Growing Women-Led Companies:** A new ranking from ROB magazine spotlighting the fastest growing women-led Canadian companies.

**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.

#### INTEGRATED SPECIAL REPORT

**Natural Resources:** Business insights and analysis on Canada's rich renewable and non-renewable natural resources sector.

#### BOOKING DEADLINES

Special Executions: **February 3**  
Special Report: **January 30**  
Standard Advertising: **February 25**

#### MATERIAL DEADLINE

**February 27**



May

#### DISTRIBUTION

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

Events:  
**Road to Net Zero, Best Executives**

Digital Exclusive:  
**Road to Net Zero**

#### EDITORIAL FEATURE

**Best Executives:** An annual award program profiling exceptional non-CEO executives - 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.

#### INTEGRATED SPECIAL REPORTS

**Spotlight on Small Business:** Small business challenges, trends and solutions.  
**Business Technology:** The latest advances from AI, to cybersecurity and advanced business applications.

#### ONLINE EXCLUSIVE EDITORIAL FEATURE

**Road to Net Zero:** ROB works with Sustainalytics to focus on the critical journey to achieve net zero green house gas emissions.

#### BOOKING DEADLINES

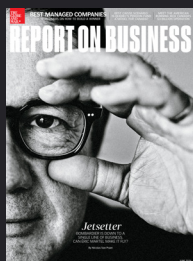
Special Executions: **March 3**  
Special Reports: **February 27**  
Standard Advertising: **March 25**

#### MATERIAL DEADLINE

**March 27**

# Editorial and event calendar

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June

#### DISTRIBUTION

Digital **Friday, May 30**  
Print **Saturday, May 31**

#### 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: **April 14**  
Special Report: **April 14**  
Standard Advertising: **May 6**

#### INTEGRATED SPECIAL REPORT

**Luxury Collectibles:** This special report looks at collectibles as a high-level investment strategy.

#### MATERIAL DEADLINE

**May 8**



October

#### DISTRIBUTION

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

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: **July 21**  
Special Reports: **August 8**  
Standard Advertising: **August 25**

#### INTEGRATED SPECIAL REPORTS

**Cybersecurity:** New threats and solutions are explored for Cybersecurity month.  
**Spotlight on Small Business:** Small business challenges, trends and solutions.

#### MATERIAL DEADLINE

**August 28**

November



#### DISTRIBUTION

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

Event:  
**Best Law Firms**  
**CEO of the Year**  
**Canadian Economic Outlook**

Digital Exclusive:  
**Canada's Technology Fast 50**

#### 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.

#### BOOKING DEADLINES

Special Executions: **August 18**  
Special Report: **August 28**  
Standard Advertising: **September 23**

#### 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.

#### MATERIAL DEADLINE

**September 25**

#### INTEGRATED SPECIAL REPORT

**Natural Resources:** Business insights and analysis on Canada's rich renewable and non-renewable natural resources sector.



December

#### DISTRIBUTION

Digital **Friday, November 28**  
Print **Saturday, November 29**

#### 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.

#### BOOKING DEADLINES

Special Executions: **September 22**  
Special Report: **October 7**  
Standard Advertising: **October 28**

**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.

#### MATERIAL DEADLINE

**October 30**

#### INTEGRATED SPECIAL REPORT

**Luxe Life:** A showcase of aspirational products, services and experiences.

# Celebrate Business Success with Globe Events

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.

March

Changemakers

April

Women in Business Summit  
Road to Net Zero (online only)

May

Best Executives

October

Canada's Top Growing Companies  
Canada's Best Law Firms

November

Economic Outlook

December

CEO of the Year



## Special executions are highly impactful ways to capture and hold attention

### Explore Digital

Tap into innovative digital advertising solutions that align your messaging to top-notch rankings, articles, and business profiles. With various ad, custom content and off-site marketing options, Report on Business delivers impactful digital opportunities that drive results.



### Showcase (Gatefold)

Stop readers in their tracks and immerse them in a focused, visually stunning brand experience.

Explore the massive space to engage our highly affluent readers with a visually rich, evocative experience.



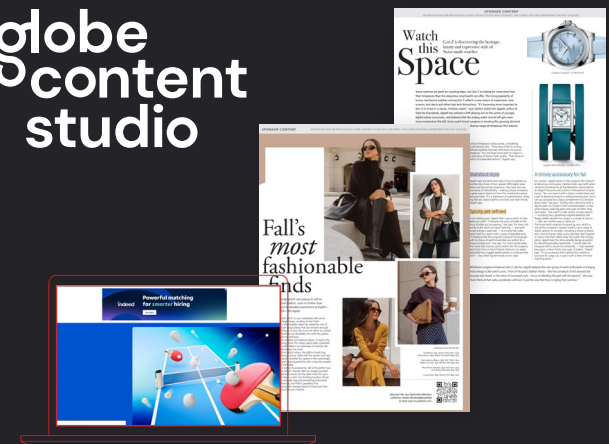
### Consecutive

Advertisers can present a sequential flow to information to engage consumers and use the space to explore key aspects of brand/product messaging. Staggered page format follows the page turn, exploring key aspects of your brand/product messaging as our highly focused readers read our stories.

# Creativity. Storytelling. Results.

Other special executions are available. Contact your Globe and Mail representative 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.



# Take the next step

For more information including rates,  
please contact Globe Media Group.

[LEARN MORE →](#)



REPORT ON BUSINESS



**GLOBE MEDIA GROUP**

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### NATIONAL NET RATES Regional (Ontario or Western only) available upon request

SIZE	1x	3x	6x
<b>FULL PAGE</b>	\$20,480	\$18,432	\$16,384
<b>DPS</b>	\$38,912	\$35,021	\$31,130
<b>1/2 PAGE</b>	\$12,288	\$11,059	\$9,830
<b>1/3 PAGE</b>	\$8,192	\$7,373	\$6,554
<b>IFC</b>	\$23,600	\$21,240	\$18,880
<b>IBC</b>	\$23,600	\$21,240	\$18,880
<b>OBC</b>	\$25,660	\$23,094	\$20,528

### Insert rates

STITCH-IN		TIP-IN		TIP-IN	
PAGES	NET CPM	PAGES	NET CPM	PAGES	NET CPM
2	\$100	2	\$155	2	\$315
4	105	4	160	4	320
6	110	6	165	6	330
8	115	8	170	8	335
10	120	10	185	10	345
12	125	16	195	12	355
16	135	24	205	16	365
24	150				

\*Minimum insert cost: \$5,100 net. \*\*A mock of each insert is required. Costs are for saddle-stitch issues only. For insert requirements, please refer to [globemediagroup.ca/rob-magazine-advertising-specifications/](http://globemediagroup.ca/rob-magazine-advertising-specifications/)

**Connect digitally to Canada's best business audience** across Report on Business magazine, Globe and Globe Alliance inventory: \$25 CPM (or your contract CPM)

**Creative advertising formats**

[VIEW GALLERY →](#)

**Production specs and FTP:**

[VIEW SPECS →](#)

**Insert options and rates:**

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