

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.

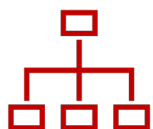
Source: Vividata SCC Spring 2024, National, A18+, Report on Business magazine print/digital

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.



54% more likely to be MOPEs
2x more likely to be Senior Managers or Owners



30% more likely to have \$1MM+ in investable assets
Average of \$173.5K investable assets



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



32% more likely to have a HHI \$150k or higher
70% more likely to have PI of \$100K+



2.4x more likely to be Business Decision Makers
\$44.8 billion of purchase influence



63% more likely to make more than 10 trades per month
49% more likely to be heavy stocks/bonds traders (past 12 months)



\$78.7 billion spent on vehicle purchases (most recent vehicle)
65% more likely to own a premium vehicle



32% more likely to own a home valued at \$1 million+
\$20.2 billion spent on home renos on principal residence in past 2 years



2.2x more likely to visit advertiser's website
3.3x 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	898,000	1,599,000
British Columbia	157,000	251,000
Prairies	117,000	281,000
Ontario	512,000	812,000
Quebec	113,000	160,000

Source: Vividata SCC Spring 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

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

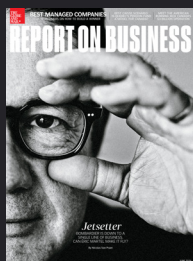
Special Executions: **March 3**
Special Reports: **February 27**
Standard Advertising: **March 25**

MATERIAL DEADLINE

March 27

Editorial and event calendar

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.



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.

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REPORT ON BUSINESS



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