

# SPOTLIGHT ON SMALL BUSINESS

*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.*

Welcome to Spotlight on Small Business! This integrated special report will connect with small business owners and decision-makers seeking innovative solutions to thrive in a competitive market. Addressing crucial challenges and presented as a series, Spotlight on Small Business's coverage potentially includes themes such as technology integration, advanced POS systems, inventory management, staff recruitment and retention, financial planning, and robust business growth strategies.

As an integrated report, your brand will be featured within the content space, ensuring your product or service reaches an audience eager for practical and effective solutions. Partner with us to elevate your brand's influence and drive success in the dynamic world of small business.

**For additional information contact The Globe Media Group team**  
**[advertising@globeandmail.com](mailto:advertising@globeandmail.com)**



**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
February 10	February 27	March 27	<u>MAY ISSUE</u> Digital – Friday, April 25 Print – Saturday, April 26
March 17	April 7	May 1	<u>JUNE ISSUE</u> Digital – Friday, May 30 Print – Saturday, May 31

**INTEGRATED SPECIAL REPORT**

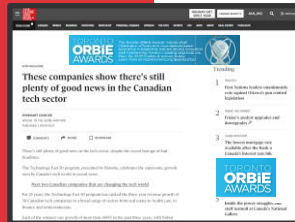
**ESSENTIAL PACKAGE**

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

# PREMIUM PACKAGE

## INTEGRATED SPECIAL REPORT

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



Standard Digital Traffic  
Social  
Globe Native



**Digital Sponsor Content**  
Custom developed with the client

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>	<b>\$33,000</b> (National full page)  <b>\$28,000</b> (National half page)

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

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