



## Work Life

A special section within Report on Business, Work Life is the preferred resource for Canadian professionals.

With an unmatched reputation for delivering Canada's leading business news, information and perspective, The Globe and Mail attracts highly educated and qualified candidates across a wide range of professions and career levels.

Advertising with Work Life casts your net across the country to find the right candidate for your organization, faster than ever before.

Media Kit 2026

CONTACT US →



Connect with top talent. Your next hire starts here.

In Report on Business,  
nationwide  
Monday, Wednesday, Friday and Saturday

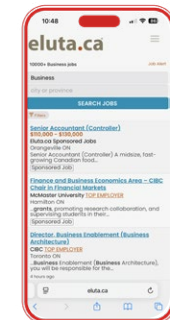
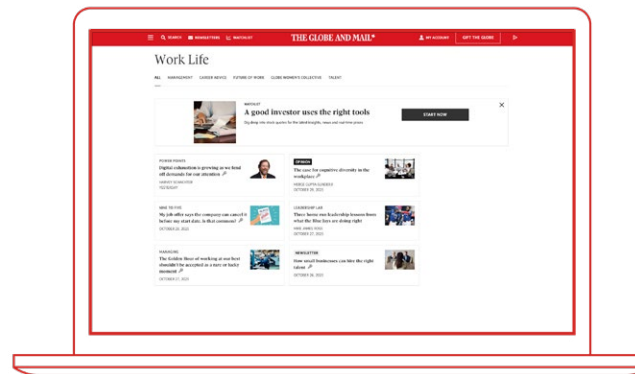
**624,000**  
average weekday readers

**1,725,000**  
average weekend readers

**39%**  
of weekly readers are  
MOPEs (Index 149)



Across The Globe's Digital platforms



**7.1 million**  
Monthly UVs

**30% of UVs**  
are MOPEs

**Promotion across  
Eluta.ca**  
website and social platforms

Source should be: Vividata SCC Fall 2025, National, A18+; Comscore Media Metrix Multi-Platform, Desktop & Mobile, Jul-Sept 2025 (Q3) Average, A18+; Comscore Plan Metrix Multi-Platform, June 2025, A18+ (\*MOPEs= Managers/Owners/Professionals/Executives)



Rates effective January 1  
to December 31, 2026  
All rates are gross

# Your complete recruitment package

## Newspaper

Work Life appears within the Report on Business section on Monday, Wednesday, Friday and Saturday.

Your ad will be published 3 times, over a 7-day period, including a Wednesday and your choice of Friday, Saturday or Monday.

- Advertising rate includes colour
- Only 2, 4, 6, 8 & 10 column print ads are accepted
- Minimum advertising size: 100 agate lines
- Column ads with depth of 228 MAL or more will be charged at full column depth
- A reprint of your ad in Report on Business for a second week is available at half-price (weeks must be consecutive)

## Digital

The Work Life website features the innovative job search functionality of Eluta.ca.

- Your ad appears across The Globe website, with up to 100,000 impressions over 30 days, or until your job’s application deadline – whichever is earlier
- Up to 100,000 impressions in our exclusive Work Life display box on the Eluta site
- Special premium positioning on Eluta.ca that places your job above all other advertising and search results, and includes your logo
- After 30 days we will email you a report with the total impressions and clicks your ad received
- Print ads containing multiple positions can be posted online for an additional charge of \$650 each

## Advertising Rates

Print & Digital:  
**\$32.73 per line**  
(\$10.91 per line, per day)  
and **\$879 for Eluta.ca**  
(for the first listed position)

Additional positions:  
**\$650 each**

Digital and  
Social media only:  
**\$5,000**

DEADLINE/PUBLISHING DAY	MON	TUE	WED	THU	FRI	SAT
Pubset Booking & Copy	4:30pm Wed	—	4:30pm Fri	—	4:30pm Tues	4:30pm Wed
Camera Ready Booking & Material	2:00pm Thurs	—	2:00pm Mon	—	2:00pm Wed	2:00pm Thurs
Copy Changes	12:00 noon Fri	—	12:00 noon Tues	—	12:00 noon Thurs	12:00 noon Fri

## Take the next step

Contact our team for more information and to book your advertising

1.866.390.3231  
advertising@globeandmail.com