

THE GLOBE AND MAIL 

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THE GLOBE AND MAIL
REPORT ON BUSINESS
MAGAZINE
CANADA'S MOSTREAD BUSINESS MAGAZINE

**CANADIAN
UNIVERSITY
REPORT**

2009

EDUCATION
REPORTS
calendar

NEWSPAPER
ONLINE
MAGAZINE



Tentative lineup of editorial and advertising features:

Report Title	Media	Issue Date	Space Deadline	Material Deadline
Environmental Studies	Globe and Mail + GlobeCampus.ca	Tues., Jan. 27	Tues. Jan. 13	Tues., Jan. 20
MBA Profiles	February ROB magazine + GlobeCampus.ca	Fri., Jan. 30	Mon., Dec. 1/08	Mon., Dec. 22/08
Summer Camps and Schools	Globe and Mail	Tues., Feb. 10	Tues., Jan. 27	Tues., Feb. 3
Law Schools	Globe and Mail + GlobeCampus.ca	Tues., Feb. 24	Tues., Feb. 10	Tues., Feb. 17
MBA Profiles	March ROB magazine + GlobeCampus.ca	Fri., Feb. 27	Fri., Jan. 2	Fri., Jan. 30
MBA Schools	Globe and Mail + GlobeCampus.ca	Thurs., Mar. 19	Thurs., Mar. 5	Thurs., Mar. 12
MBA Profiles	April ROB magazine + GlobeCampus.ca	Fri., Mar. 27	Mon., Jan. 26	Mon., Mar. 2
Distance Learning	Globe and Mail + GlobeCampus.ca	Wed., Apr. 8	Wed., Mar. 25	Wed., Apr. 1
MBA Profiles	May ROB magazine + GlobeCampus.ca	Fri., Apr. 24	Wed., Feb. 25	Fri., Mar. 27
Engineering Schools	Globe and Mail + GlobeCampus.ca	Tues., May 12	Tues., Apr. 28	Tues., May 5
MBA Profiles	June ROB magazine + GlobeCampus.ca	Fri., May 29	Fri., Mar. 27	Mon., May 4
MBA Profiles	July/August ROB magazine + GlobeCampus.ca	Fri., June 26	Wed., Apr. 1	Wed., May 27
MBA Profiles	September ROB magazine + GlobeCampus.ca	Fri., Aug. 28	Mon., June 29	Thurs., July 30
Private Schools	Globe and Mail + GlobeCampus.ca	Thurs., Sept. 17	Thurs., Sept. 3	Thurs., Sept 10
MBA Profiles	October ROB magazine + GlobeCampus.ca	Fri., Sept. 25	Mon., July 27	Fri., Aug. 28
Canadian University Report	Magazine + GlobeCampus.ca	Thurs., Oct. 22	Wed., Sept. 30	Fri., Sept. 25
MBA Profiles	November ROB magazine + GlobeCampus.ca	Fri., Oct. 30	Fri., Aug. 28	Fri., Oct. 2
Colleges	Globe and Mail + GlobeCampus.ca	Tues., Nov. 10	Tues., Oct. 27	Tues., Nov. 3
MBA Schools II	Globe and Mail + GlobeCampus.ca	Tues., Nov. 17	Tues., Nov. 3	Tues., Nov. 10
Engineering Schools II	Globe and Mail + GlobeCampus.ca	Wed., Nov. 25	Wed., Nov. 11	Wed., Nov. 18
MBA Profiles	December ROB magazine + GlobeCampus.ca	Fri., Nov. 27	Mon., Sept. 28	Mon., Nov. 2
MBA Profiles	January ROB magazine + GlobeCampus.ca	Fri., Jan. 1/10	Wed., Nov. 18	Fri., Dec. 4

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WHY CONSIDER GLOBE AND MAIL EDUCATION REPORTS:

Globe Weekday Readers

- › About 1 in 3 Globe readers have children under the age of 18.
- › 53% of Globe readers have a university degree (Index 256).
- › 1 in 4 Globe readers have a post-graduate degree (Index 321).
- › They are 93% more likely than the average person to have an RESP.
- › They are more likely to be involved in education/training programs for their company (Index 169).
- › They are 33% more likely than the average person to be enrolled at a Canadian university or college.
- › They are 59% more likely than the average person to be enrolled in a graduate program.

Source: PMB 2008 – Age 18+

ROB Magazine

- › 52% of ROB readers are university graduates.
- › Over 1 in 5 have a post-graduate degree.

Source: PMB 2008 – Age 18+

Globeandmail.com

- › 63% of globeandmail.com readers have a university degree.
- › Almost 1 in 4 globeandmail.com readers have a post-graduate degree.

Source: NADbank 2007 – 49 National Readership Markets

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