

2010



EDUCATION Reports Calendar



Newspaper Special Reports	Issue Date	Ad Close	Material Due
Summer Camps	Tue-Feb-09-10	Tue-Jan-26-10	Tue-Feb-02-10
Continuing Education	Tue-Feb-16-10	Tue-Feb-02-10	Tue-Feb-09-10
Colleges	Mon-Feb-22-10	Fri-Jan-08-10	Mon-Feb-15-10
Campus Research	Tue-Mar-09-10	Tue-Feb-23-10	Tue-Mar-02-10
MBA Schools	Tue-Mar-16-10	Tue-Mar-02-10	Tue-Mar-09-10
Law Schools	Tue-Apr-20-10	Tue-Apr-06-10	Tue-Apr-13-10
Green Schools (inside Green Solutions)	Thu-Apr-22-10	Thu-Apr-08-10	Thu-Apr-15-10
Engineering Schools	Tue-May-11-10	Tue-Apr-27-10	Tue-May-04-10
Western Schools	Sat-May-15-10	Thu-Apr-01-10	Mon-May-10-10
Private Schools	Tue-Sep-14-10	Tue-Aug-31-10	Tue-Sep-07-10
MBA Schools 2	Tue-Nov-02-10	Tue-Oct-19-10	Tue-Oct-26-10
Report on Colleges	Tue-Nov-16-10	Tue-Nov-02-10	Tue-Nov-09-10
Engineering Schools	Tue-Nov-23-10	Tue-Nov-09-10	Tue-Nov-16-10
Medical Schools & Healthcare	Tue-Dec-07-10	Tue-Nov-23-10	Tue-Nov-30-10

Your Business Magazine Special Reports	Issue	Space Close	Ad Close	Material Due
MBA Schools / Continuing Education	Fall	Wed-Sep-02-10	Tue-Jul-14-10	Thu-Jul-30-10

Globe and Mail Magazine Products	Edition	Issue Date	Ad Close	Material Due
Canadian University Report	National	Thu-Oct-21-10	Fri-Sep-17-10	Tue-Sep-21-10



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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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