



Report on Small Business magazine is the go-to source for entrepreneurs and small businesses across Canada and for the advertisers that want to reach them.

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Report on Small Business magazine: Aspirational in nature. Informational by design.

Report on Small Business magazine is one of Canada's largest circulated business magazines reaching 156,000 Globe and Mail home and office subscribers. The magazine is the beating heart of The Globe and Mail's entrepreneurial coverage – artfully designed to showcase the best elements Report on Small Business has to offer.

We bring readers advice from experts, tips on starting a company, strategies for conducting business abroad, efforts by employees that go above and beyond, profiles of icons, and the in-depth, inspirational stories readers have come to expect.

Report on Small Business magazine is a must-read, and that's why it's an ideal destination for marketers and advertisers looking to reach the small business community.

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke at the bottom.

Sean Stanleigh
Editor

The Globe and Mail's small business readership

- Similar to the Canadian population, more Globe and Mail readers work in companies with fewer than 100 employees than large organizations, making them ideal prospects for your small business marketing efforts.
- Most Globe and Mail readers employed in small businesses work in the upper echelon of their organizations, 51 percent are managers/professionals.
- Based on their influential positions, Globe readers are 41 percent more likely than the average person to be decision makers.
- Globe readers are more likely than the average small business employee to influence IT, finance office equipment and business travel decisions.

SOURCE: PMB FALL 2011 – BASES: WORK IN PRIVATE SECTOR 18+ AND BASE: WORK IN PRIVATE SECTOR 18+ & UNDER 100 EMPLOYEES



Report on Small Business insights* Big opportunity

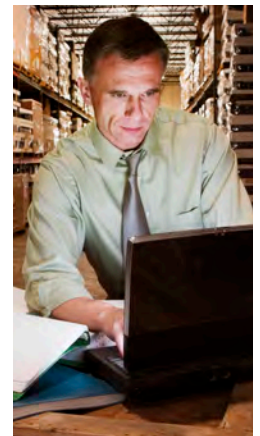
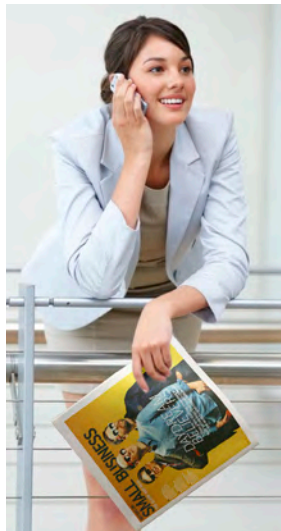
- Small business accounts for 98 percent of all businesses in Canada.
- Industry Canada's definition of "small business" is firms with fewer than 100 employees.
- There are more than 1 million small businesses in Canada that have employees (excludes self-employed entrepreneurs).

Small businesses are Canada's life blood

- As of 2010, small businesses employed approximately 5 million individuals in Canada, or 48 percent of the total labour force in the private sector.
- Small businesses created about 15,000 jobs in 2010. During the 2001 to 2010 period, small businesses accounted for 47 percent of all jobs created in Canada.
- In 2009 small businesses accounted for \$68 billion in exports (25 percent of Canada's total export value).

Who are they?

- Roughly 21 percent of small businesses operate in Canadian goods-producing industries; the remaining 79 percent operate in service industries.



2012 Small Business Summits

The Globe and Mail and Report on Small Business magazine are pleased to announce three Small Business Summits for 2012:

- **Calgary**
Wednesday, April 25
at the Hotel Arts
- **Vancouver**
Thursday, October 4
at the Renaissance
Vancouver Harbourside
Hotel
- **Toronto**
Wednesday, November 21
at MaRs

For more Small Business Summit information visit smallbusiness-summit.ca.

SOURCE: *INDUSTRY CANADA, KEY SMALL BUSINESS STATISTICS JULY 2011

Report on Small Business and CFIB: A perfect partnership

Through an exclusive partnership with the Canadian Federation of Independent Business (CFIB) and The Globe and Mail, 86,000 CFIB members will receive special notification each quarter directing them to the digital edition of Report on Small Business magazine, published quarterly on The Globe and Mail's Small Business hub.

With a distribution of over 156,000 and digital delivery, advertisers benefit from the best of two worlds: having their message delivered to 86,000 CFIB members via the digital edition of Report on Small Business magazine; and, reaching an average of 156,000+ Globe and Mail home and office subscribers – 115,000 of whom work in small business.*

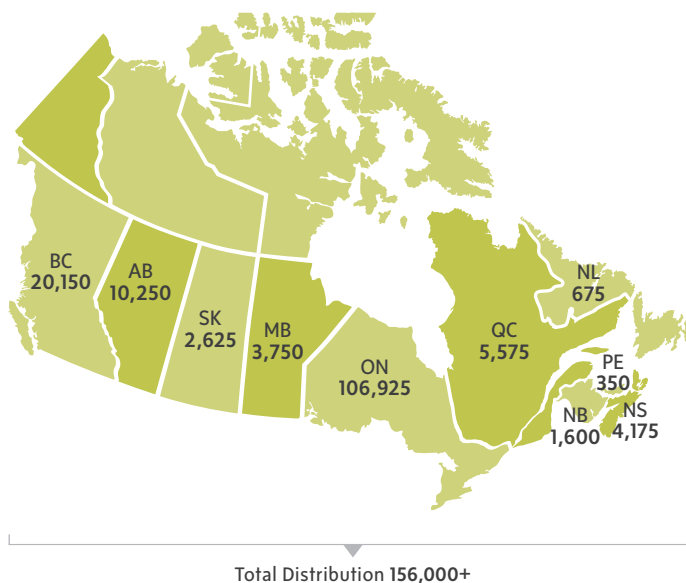


About the Canadian Federation of Independent Business

First formed in 1971 as an advocacy organization for small- and medium-sized businesses, CFIB has a 40-year history and serves more than 108,000 paying independent business members nationally.

Report on Small Business magazine Globe and Mail home and office subscribers distribution breakdown

Total: Over 156,000+ copies – making it one of Canada's largest business magazines by circulation



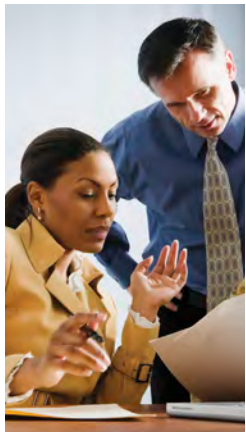
QUICK FACTS ABOUT THE CFIB*

- Eight out of ten members have been in business more than six years
- 55 percent have been in business for more than 11 years
- Nearly three quarters of member firms have fewer than ten employees
- Another 23 percent have between ten and 50 employees
- Fewer than five percent have more than 50 employees
- Half of CFIB members have sales greater than \$500,000 per year
- One third of firms have sales exceeding \$1 million per year

GLOBE AND MAIL HOME AND OFFICE SUBSCRIBERS**

MOPEs	194,000
Work in a small business with less than 100 employees	115,000
BPI decision-makers	83,000
Securities/savings of \$250,000+	60,000
Personal income of \$125,000+	49,000

SOURCE: *CFIB, JUNE 2010 **PMB 2011 FALL 18+



2012 Editorial/Ad Rates

ISSUE DATE	EDITORIAL LINEUP	SPACE CLOSE	MATERIAL DUE	DISTRIBUTION
April	<p>The Healer: How one man's vision led to a burgeoning business in pro sports and in recreational gyms across the land.</p> <p>Immigrant entrepreneurship: A look at new Canadians and the business challenges they face.</p>	Monday, March 26	Thursday, March 29	Wednesday, April 25
June	<p>In the know: What entrepreneurs can learn from legends of business.</p> <p>Managing your reputation: How one online company helps protect brands and reputations in the digital universe.</p> <p>Cool Runnings: The growing popularity of the obstacle race business.</p>	Tuesday, May 15	Friday, May 18	Wednesday, June 13
October	<p>Biz Ed: How business schools across Canada are fostering entrepreneurship.</p> <p>New business in old business: How retiring baby boomers are selling their businesses, and to whom.</p> <p>The survivors: Bringing companies back from near-death experiences and the lessons they learned.</p>	Tuesday, September 4	Friday, September 7	Thursday, October 4
November	<p>Growth Ops: Finding the right mentor for your start-up or high-growth company.</p> <p>Heeding good advice: Knowing when and how to set up an advisory board and who best to recruit.</p> <p>Making connections: A user's guide to targeting the best networking events and opportunities.</p>	Tuesday, October 23	Friday, October 26	Wednesday, November 21



Advertising Rates

SIZE	1-2X	3X	4X
Full Page	\$18,790	\$18,035	\$16,910
DPS	\$35,700	\$34,270	\$32,130
½ DPS	\$23,970	\$22,990	\$21,560
⅓ Page	\$15,980	\$15,340	\$14,380
½ Page	\$12,580	\$12,080	\$11,330
⅓ Page	\$8,455	\$8,115	\$7,610
IFC/IBC	\$21,645	\$20,785	\$19,480
OBC	\$23,540	\$22,595	\$21,185



NOTE: EDITORIAL LINEUP SUBJECT TO CHANGE

Contact Us

TORONTO ONTARIO & MANITOBA

tel 416.585.5111 toll free 1.800.387.9012 fax 416.585.5698
email advertising@globeandmail.com

EASTERN CANADA OTTAWA REGION, QUÉBEC & ATLANTIC CANADA

tel 514.982.3050 toll free 1.800.363.7526 fax 514.845.8766
email advertisingeasternca@globeandmail.com

BRITISH COLUMBIA, NORTHWEST TERRITORIES & NUNAVIT

tel 604.685.0308 toll free 1.800.663.1311 fax 604.685.7549
email advertisingwesternca@globeandmail.com

ALBERTA & SASKATCHEWAN

tel (CGY) 403.245.4987 fax 403.244.9809 toll free (EDM) 1.800.663.1311 ext. 6639
fax 604.685.7549 toll free (SASK) 1.800.663.1311 ext. 6639 fax 604.685.7549
email advertisingwesternca@globeandmail.com

UNITED STATES, MEXICO & CARIBBEAN

tel: 858.366.4265 toll free 1.866.744.9890 fax 866.355.5990
email rlaplante@media-corps.com

GLOBELINK.CA

CONTACT DIRECTORY

globelink.ca/directory

MAGAZINE INFORMATION

globelink.ca/magazines

CREATIVE FORMATS

globelink.ca/magazines/adformats

YOU ALSO NEED TO KNOW: Any advertising published by The Globe and Mail in the newspaper or any of its other publications may, at our discretion, be published, displayed, retained and archived by us and anyone authorized (including any form of licence) by us, as many times as we and those authorized by us wish, in or on any product, media and archive (including print, electronic and otherwise).

All advertising must meet Globe and Mail terms and conditions, available on globelink.ca/termsandconditions, on the previous page, or please request a printed copy from your advertising representative.



Terms & Conditions

- 1) All advertising is subject to credit approval by any means or person designated by the Publisher. The reasonable withholding of credit approval by Publisher shall not relieve Advertiser from carrying out its obligations under this contract. On advertising where credit terms are granted by the Credit department, accounts are due and payable within 30 days. Accounts are considered past due if payment is not made by the end of the month following billing. Payment in foreign currency must be made at the prevailing Canadian rate of exchange. Failure to comply with credit terms may result in the curtailment or withdrawal of credit privileges, and failure by Advertiser to pay invoices will entitle Publisher to terminate this contract on written notice. The Publisher may at its discretion, provide electronic invoices (ie. E-Billing) rather than printed invoices. The Publisher may at its discretion, provide electronic images of the applicable pages (ie. E-tearsheets). Failure to receive checking copies is not recognized by Publisher as a valid reason for withholding payment. Payments shall be made to the Finance Department, Cash Office, 444 Front Street West, Toronto, Ontario M5V 2S9. All rates are stated in Canadian currency.
- 2) An order not corresponding with the current rate will be regarded as a clerical error and the advertising will be inserted at the current rates. For contract advertisers, yearly billings will be adjusted at the end of the year to reflect the actual volume and/or value run and where applicable, to reflect a lower or higher rate resulting in either a rebate or a short rate.
- 3) Publisher reserves the right to increase advertising rates any time and all contracts are accepted subject to this reservation. The Advertiser reserves the right to cancel contract on written notice within 15 days after higher rates are made effective by the Publisher. Furthermore, should publication of any edition of The Globe and Mail newspaper or any of its products be modified, the rate quoted herein and the amount of space contracted for as well as the size, location or volume of advertisement shall all be subject to revision or regulation by the Publisher at any time without notice.
- 4) Agency commissions – 15% commission will be allowed only to accredited agencies. No agency commission will be allowed on local, retail or classified advertising. The Publisher will require prepayment from any advertising agency that indicates that their client(s) is responsible for payment of the advertisement or if any kind of payment disclaimer is used or implied on advertising agency insertion orders.
- 5) Advertising will be measured from cut-off rule to cut-off rule. If publication of The Globe and Mail is modified in any way, rates quoted here or in any contract and the size or location of any advertisement shall be subject to modification without notice by Publisher. Press limitations or other causes may require Publisher to limit the availability from time to time. The word “advertisement” or a similar title may be printed by Publisher over, under or alongside any advertisement. No contingency orders will be accepted by Publisher.
- 6) The Publisher reserves the right:
 - i) to reject, discontinue or omit any advertisement;
 - ii) to cancel any advertising contract for reasons satisfactory to the Publisher without penalty to either party and
 - iii) to revise or reject advertisements in accordance with standards acceptable to the Publisher without notice. All advertising is subject to Publisher’s approval, as to matter, space and location.Without limiting the generality of the foregoing:
 - a) Publisher has the right to designate any advertisement that advocates a political, social or other point of view as an “Advocacy Ad”;
 - b) Publisher will require at least 48 hours prior to deadline to review and consider whether to run any Advocacy Ad; and
 - c) Publisher has the right to reject, discontinue, omit or refuse to run any Advocacy Ad for any reason in Publisher’s sole discretion.
- 7) Any advertising published by Publisher in The Globe and Mail newspaper or any of the Publisher’s other print, electronic or other platforms may, at Publisher’s discretion, be published, displayed, retained and archived by Publisher and anyone authorized (including any form of licence) by Publisher, as many times as Publisher and those authorized by Publisher wish, in and on any product, media and archive (including anything in print, electronic and other form).
- 8) While every endeavor will be made to furnish replies to box numbers to the advertisers as soon as possible, Publisher accepts no liability in respect to loss or damage alleged to arise through either failure or delay in furnishing such replies, however caused, by negligence or otherwise. The Publisher reserves the right to inspect all replies solicited through The Globe and Mail newspaper. Printing of key numbers is not guaranteed.
- 9) Contest advertising and rules must be submitted in advance. Main prize winners’ names must be published or notified by mail. A complete list of winners must be filed with Publisher.
- 10) Subject to Section 4, the Advertiser is solely responsible for the fulfillment of this advertising contract. Copy and material must be received at Publisher’s office by specified deadlines. Publisher is not responsible for return of advertising material.
- 11) The Advertiser agrees that Publisher shall not be liable for damages arising out of errors or omissions in advertisements beyond the amount paid for the space actually occupied by that portion of the advertisement in which the error occurred, whether such error is due to the negligence of its employees, agents or otherwise. Publisher’s liability for damages arising out of non-insertions of any advertisement is limited to the amount received by Publisher for such advertisement, whether such non-insertion is due to negligence of its employees, agents or otherwise. The Publisher accepts no responsibility for loss of profit or any type of damages whatsoever.
- 12) Advertiser warrants to Publisher that Advertiser has the full right and authority, including all rights necessary with respect to any copyright and trademark rights related to all advertising published under this contract, to authorize Publisher to publish all advertising provided hereunder. By way of example but not limitation, this warranty by Advertiser covers all copyright rights related to any fonts used in any advertisement text, design and layout. All materials produced by Publisher will remain the property of the Publisher. The Advertiser agrees to indemnify Publisher for any loss or damage incurred by Publisher as a result of publishing any advertisement that is libelous, misleading of otherwise subjects Publisher to liability. This indemnity applies to all advertisements published, even if produced by Publisher on behalf of Advertiser. The Publisher expressly disclaims all warranties, representations and conditions of any kind, express or implied, by statute or otherwise, to the fullest extent permitted by law. All of Publisher’s limitations of liability and disclaimers set out in these terms and conditions shall apply notwithstanding the breach of a fundamental term of condition or a fundamental breach.
- 13) Advertiser agrees to Publisher’s privacy policy, which can be accessed at www.globeandmail.com/privacy.
- 14) In addition to any other right of Publisher, the Publisher reserves the right to reject any advertorial advertising that is not labelled ADVERTISEMENT, includes a by-line, or is designed to resemble the editorial pages of the publication – including the use of matching fonts.
- 15) Cancellation Charge: 50 percent for ads cancelled after deadline. No cancellations accepted after press date.
- 16) These terms and conditions apply in all circumstances.
- 17) In these terms and conditions, “Publisher” means The Globe and Mail Inc. and “Advertiser” means the person, company or other entity placing advertising with the Publisher.

Extend Your Reach



Reach over 5.7 million influential Canadians

GLOBE AND MAIL
6 Day Cume
2,363,000

GLOBE AND MAIL ONLINE
Past month 3,422,000

GLOBE 6 DAY CUME EXCLUSIVE
1,467,000

NEWSPAPER & ONLINE
319,000

GLOBE MONTHLY ONLINE EXCLUSIVE
2,939,000

READ ALL THREE
90,000

NEWSPAPER & ROB MAGAZINE
488,000

ONLINE & ROB MAGAZINE
74,000

REPORT ON BUSINESS MAGAZINE EXCLUSIVE
344,000

REPORT ON BUSINESS MAGAZINE
995,000

OUR COMBINED NET REACH:
5,720,000 Canadians each month

Contact your Globe representative to get our brand working for your brand:
1.800.387.9012 | advertising@globeandmail.com or visit globelink.ca

SOURCE: PMB/COMSCORE FUSED DATABASE - FALL 2011 - TOTAL CANADA AGE 18+