

# LEXPERT® SPECIAL EDITION

## IN THE GLOBE & MAIL'S REPORT ON BUSINESS MAGAZINE

**CORPORATE LAW** JUNE 2017 Closes March 10<sup>th</sup>



### **PUBLISHED JUNE 2017**

**Ad closing date:** March 10, 2017

**Material deadline:** March 17, 2017

### **NEW FOR 2017**

#### **MULTI-PLATFORM AUDIENCE REACH AND DISTRIBUTION**

The *Lexpert Special Editions* will now be featured on both print and digital platforms.

- Total print audience of **1.1 million readers monthly\***
- Combined print and digital **audience of 1.6 million\*\***
- Inclusion in full press run of *Report on Business* magazine
- Month-long exposure of digital edition on *Globe* website and in e-newsletters

\*Source: Vividata, Q2 2016 – 12+

\*\* Source: Vividata, 2016 Q2 Readership and Product Database, comScore Q3 2016

### **REACH AN ENGAGED AND INFLUENTIAL READERSHIP**

in the *Lexpert Special Edition on Corporate Law* in June 2017.

#### **FEATURE ARTICLE TOPICS INCLUDE:**

- Special Purpose Acquisition Corporations
- Board Diversity
- Solicitor-Client Privilege in Corporate Law
- Bought Deals

In addition to reaching readers in the print edition of the *Report on Business* magazine, the *Lexpert Special Edition on Corporate Law* will also be produced as a digital edition, available to readers on all platforms from desktop to smartphone.

#### **YOUR INVESTMENT IN A BIOGRAPHY\* INCLUDES:**

- Profiles of *Lexpert* ranked corporate lawyers in Corporate Commercial, Corporate Finance and Securities, Corporate Tax, Energy, Insolvency & Financial Restructuring, M&A and Mining Law
- Presence as a branded insert within the print edition of The Globe and Mail's ROB magazine
- Presence in the full digital edition of the *Lexpert Special Edition on Corporate Law*, accessible through *Lexpert.ca*
- Online visibility to firm profiles and lawyer biographies located on *Lexpert.ca*
- Digital edition available on *Lexpert.ca* and promoted through *Globe and Mail's* website and approximately 17,000 business executives, in-house counsel and practicing lawyers through *DealsWire*

\*Up to 400 characters

#### **YOUR ADVERTISING INVESTMENT IN A LEXPERT SPECIAL EDITION INCLUDES:**

- Selected distribution within the print edition of The Globe and Mail's ROB magazine
- Presence in the digital edition of the *Lexpert Special Edition* accessible through *Lexpert.ca*

#### **SPONSORED CONTENT:**

This is a great opportunity to place your content before the key market represented by readers of the *Globe and Mail's Report on Business* magazine. Sponsored articles provide you with the ideal opportunity to further establish your firm as a thought leader and the expert in the field. As space is limited to one double page article and one single page article, the opportunity is only being made available on a first come first serve basis.

NOTE: Editorial and distribution details subject to change.

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the answer company  
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# SPECIAL EDITION

## PRODUCTION SPECIFICATIONS

### ADVERTISING RATES

Bio/Photo listing	\$995
Full page ad	\$18,995
One Page Sponsored Article	\$15,995
Two Page Sponsored Article	\$29,995

### DIMENSIONS

Full Page	
Trim	7.825" x 10.75"
Bleed	8.125" x 11"

### PRINT REQUIREMENTS

- PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours). Acceptable formats include: InDesign, Adobe Illustrator, Adobe Photoshop.
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- Proper preparation of colour is required (spot pantone colour must be converted to CMYK).
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper colour reproduction.

### WEB REQUIREMENTS

**IMAGE TYPE:** .GIF, .JPG, Animated .GIF: Single to infinitely looping banners accepted

**IMAGE FILE SIZE:** 50K maximum for static or animated .GIF

**LINKING URL:** An active URL must be provided

**TESTING:** All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

**NOTE:** Please ensure ads without background colour have a key line

### PUBLISHER'S CONDITIONS

Advertising material is subject to approval by the publisher. Cancellations and space changes are not accepted after the closing date. If "new" artwork is not received by the materials deadline, a repeat of your most recent creative will be used.

Applicable taxes will be added to all rates.



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