

REPORT ON BUSINESS

2020

Women Lead Here

Event and Marketing Opportunities

A new annual benchmark of gender diversity in corporate Canada.

A unique and credible way to position your brand as a supporter of women in executive leadership.

A chance to help create needed change.



ABOUT US

REPORT ON BUSINESS

As a core pillar of The Globe and Mail, Report on Business provides exclusive, intelligent business and financial journalism in the public interest on Canadian business, the economy and investments, to help readers manage their companies, their careers and their wealth.

As Canada's only dedicated national business magazine, Report on Business magazine—distributed monthly to subscribers of The Globe and Mail—provides unmatched journalism that goes deep into the executive strategy, leadership and wealth stories our readers demand.



WHAT WE KNOW

Corporate Canada has a **gender problem**.

Among Canada's largest companies, only a handful of senior executives are female.

This has to change. For the good of their employees, for the good of their business, and for the good of the country as a whole.

Someone must hold corporations to account for their record of hiring and promoting executive women. Someone must document their progress and share their stories of transformation. Someone must celebrate those companies that are hiring and retaining female executives—and excelling, as a result.

So we're going to do it.

And you can be part of it.



WOMEN LEAD HERE

WHAT WE ARE DOING

Produced by Report on Business magazine, **Women Lead Here** is a comprehensive program—comprising proprietary research, engaging editorial content and a change-making event—meant to benchmark how the largest publicly-traded companies in Canada are performing on executive gender parity.

OUR GOALS

The goals of the program are three-fold:

1. To recognize corporations at the forefront of gender diversity, as demonstrated by female representation in executive roles and their overall performance;
2. To tell the stories, and share the strategies, of organizations that have made tangible progress in pursuing executive gender parity; and
3. To inspire—and hold to account—more businesses to implement strategies that tangibly change the gender makeup of their executive teams.



WOMEN LEAD HERE

HOW

Leveraging the award-winning journalistic rigour of The Globe and Mail and Report on Business, our researchers will be measuring the the ratio of female-identifying individuals at the top three executive levels—usually CEO, CXO/president and EVP—at Canada’s 1,000 largest public corporations. Using a proprietary scoring system (which also considers stock performance, profitability and revenue growth), we’ll assign each company a score. Those businesses with the top scores will be published in the April 2020 issue of Report on Business magazine, earn the 2020 Women Lead Here seal, and be invited to the 2020 Women Lead Here Summit on March 31, 2020.



ADVISORY BOARD:

We have assembled an independent Advisory Board to help frame our methodology, guide our research and program the Women Lead Here Summit.

Our advisors have brought unparalleled experience and perspective to our research process.

They will enhance the Women Lead Here summit as moderators, facilitators and hosts.

We will be announcing our advisory board in late 2019.

THE OPPORTUNITY

We're driving a **critical conversation** that we believe will help transform what leadership looks like in Canada.

Here's how **you** can be part of it.



EVENT OPPORTUNITY

Report on Business 2020 Women Lead Here Summit

Tuesday, March 31, 2020

8:00am – 11:30am

The Globe and Mail Centre, Toronto

~200 executives and senior HR leads from Canada's largest companies

The event will bring together leaders of corporate Canada to share, discuss and debate the strategies and tactics large firms can use to improve female representation in executive positions. Expect honest discussion and constructive insight into what works, what doesn't and how organizations can change.

This event offers a **rare opportunity** for your brand to align with and participate in a **crucial conversation**—one that will shape the future of work in Canada.



EVENT OPPORTUNITY

Agenda*

- 8:30am Networking and Breakfast
- 9:00am Opening Remarks
The Globe and Mail (potential sponsor integration)
- 9:05am Presentation
Parity in Focus – How are Canada’s biggest companies performing on female executive leadership?
- 9:15am Panel Discussion
Building Diversity – Insight and strategies from highly diverse companies (potential sponsor integration)
- 10:00am Panel Discussion
Supporting the Climb – Insights from notable female executives on the path to leadership (potential sponsor integration)
- 10:30am Networking Break
- 10:50am Mini-Keynotes
Next Steps and Bold Ideas: What corporate Canada needs to do now to boost executive inclusion
- 11:45am Closing Remarks
The Globe and Mail (potential sponsor integration)

* Subject to change.



MARKETING OPPORTUNITY

The April 2020 issue of **Report on Business** magazine will feature a full list of all companies that earn the 2020 Women Lead Here designation, accompanied by **in-depth editorial profiles** of winning companies that have made notable progress toward executive gender parity. This highly-anticipated issue will include The Globe and Mail's signature premium, trusted journalism for an audience of more than **1.8 million** print and digital readers.

This issue is creates a tremendous way to **maximize your reach** and **deepen your engagement** with exceptional leaders of today and tomorrow while aligning with the stories about **proven gender-parity strategies** used by the leaders of corporate Canada.

Women Lead Here sponsors can reach this premium audience with a full-page ad for a special rate of \$10,000: a **60% discount from rate card**. Customized digital advertising packages are also available.

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Report on Business magazine audience highlights:

- Together, they have \$18 billion of business purchase influence, and are 71% more likely to be decision makers
- 43% of Report on Business magazine readers are influential MOPEs (Managers, Owners, Professionals or Entrepreneurs)—3x more likely to be Senior Managers or Owners
- 22% have a household income of \$150,000 or higher
- Readers have a combined \$225 billion in investments

SPONSOR PACKAGES

REPORT ON BUSINESS WOMEN LEAD HERE SUMMIT 2020	GOLD SPONSOR (3 available)	SUPPORTING PARTNER (7 available)	TABLE PARTNER (10 available)
Speaking opportunity: Pending editorial approval, we will work with you on a suitable speaking opportunity for your thought leader	X		
Branded kiosk in event space	X		
One table (round of 10 seats) with tabletop logo recognition	X	X	X
On-stage acknowledgement by host	X	X	
Logo recognition on all event materials (print and digital)	X	X	
Logo recognition on all invitations and advertisements	X	X	
Distribution of materials in event delegate bag	X	X	
EVENT SPONSORSHIP VALUE	\$25,000	\$10,000	\$2,500
Full-page ad in the April 2020 Women Lead Here issue of Report on Business magazine (special discounted sponsor rate)	\$10,000	\$10,000	\$10,000
TOTAL INVESTMENT	\$35,000	\$20,000	\$12,500

CONTACT US

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