

# 2017 MEDIA KIT



***Rotman***  
**MANAGEMENT**

The Magazine of the Rotman School of Management, UNIVERSITY OF TORONTO

# About us



## Letter from the editor

Award-winning *Rotman Management Magazine* is published three times per year, in January, May and September by the University of Toronto's Rotman School of Management. The Magazine shares the Rotman School's mission to shape the mindset of the modern manager by offering 'a new way to think' about leadership that focuses on innovation, sustainability, and a global mindset.

If you are eager to reach the most innovative leaders of today—and tomorrow—look no further: *Rotman Management* is Canada's #1 educational management publication and #3 globally, after *Harvard Business Review* and MIT's *Sloan Management Review*. We invite you to be part of our journey of innovation and thought leadership.



Karen  
Christensen  
Editor-in-Chief  
*Rotman  
Magazine*

## *Rotman Management's* readers find value in the magazine:

**92%** agree *Rotman Management* provides valuable content

**82%** agree *Rotman Management* is relevant to their profession

**85%** keep the magazine for future reference

**69%** read all three issues a year

Source: Reader Survey May 2015

## Circulation

Distribution

**7,084\***

Total audience

**14,876**

Readers per copy

**2.1\*\***

Issues per year

**3**

Source: \*Publishers Sworn Statement, August 2016  
\*\* Reader Survey, May 2015

# Brand Power

## Shaping innovators and influencers at home and across the globe

*Rotman Management's* audience is made up of diverse professionals from a wide range of industries, all of whom find value in this publication and continue to be avid readers. We will extend your marketing message to **modern thinkers** and **executive decision-makers** who have management authority and purchasing power.

### Testimonials:

“Something magical happens when brilliant minds from a range of fields share the pages of a single publication. That’s the beauty of *Rotman Management*.”

- Roger Martin, Best-selling author of *Playing to Win* and *The Opposable Mind*

“It is rare to see such a high-quality management magazine that is also immensely reader-friendly.”

- Neelima Mahajan, Principal Business Correspondent, Forbes India

“*Rotman Management* consistently delivers some of the most fun and interesting business writing out there. Check it out!”

- Dev Patnaik, Jump Associates, on his *Wired To Care Blog*

“*Rotman Management* is a phenomenal publication if you’re a fan of edgy and unconventional wisdom.”

- Matthew E. May, innovation consultant, lean expert and author, *The Laws of Subtraction: 6 Simple Rules for Winning in the Age of Excess Everything*

### Diverse Industries Covered:

**17%**  
consulting firms

**11%**  
education/libraries

**16%**  
financial services

**12%**  
health care, pharmacology, biotech & medical products

**10%**  
IT, telecom, mobile products and services

### Products readers purchase:

**62%**



Computer software

**59%**



Computer systems

**52%**



Computer Hardware

**52%**



Office supplies

**47%**



Cellular/  
wireless  
phones

**47%**



Furniture

# THE ROTMAN READER

The Rotman reader is highly educated and holds leadership roles across industries with purchasing power both in business and their personal lives.

## Part

### Consumer

**87%** have between 1-4 credit cards for personal use

**79%** spend between \$1,000–\$10,000 per month on credit cards

**72%** have an annual household income over \$100,000

**51%** have over \$150,000

### World Travellers

**88%** take between 1-4 vacations per year

**53%** US

**41%** Canada

**41%** Europe

**22%** Caribbean

**36%** Other

### Luxury Buyers

**51%** spend between \$25,000–\$50,000 on vehicle purchases

**19%** spend between \$50,000–\$75,000

## Part

### Business-Leader

**96%** have a university education or higher

**80%** hold a management position

### Decision Makers

**90%** are involved in the purchasing process

### International Business Travellers

**73%** are involved in business outside of Canada

**72%** US

**50%** UK & Europe

**47%** Asia

### Corporate Spenders

**68%** use company credit cards



# Why Market With Us?

*Rotman Management* offers a variety of print platforms designated to fit your marketing needs. We are your direct connection to industry leaders and everyday consumers prepared to make large purchases both for their company and their personal lives.



When compared against competing publications, *Rotman Management* excels

	<i>Rotman Management</i> *	Report on Business**
Household Income \$100K+	72%	48%
University Degree or higher	96%	81%
Have a post-graduate degree	77%	28%
Spend \$1, 000+ on their credit card each month	79%	36%
Involved in overall purchasing process for their company	90%	66%

Sources: \*May 2015 Reader Survey, \*\*Vividata 2015 Q4 Database

## Promotion:

Aside from our classic marketing tools, *Rotman Management* hosts a number of events with increased opportunities for exposure.

For a detailed list of upcoming events, visit [rotman.utoronto.ca/events](http://rotman.utoronto.ca/events)

For information on sponsorship and branded content opportunities, call

**905-886-6640**



# Editorial

The Rotman School of Management is developing “a new way to think” about leadership and innovation and *Rotman Management* reflects the school’s mission to shape the mindset of the modern leader.

## From the Editor

an introduction to the issue’s themes and its relevance from the Editor-in-Chief.

## Features

10-12 feature articles, with 30% from Rotman faculty, 30% from leading academics and 30% from business leaders and experts in Psychology, Consulting, Neuroscience, Design, Behavioral Economics and Social Enterprise.

## Thought Leader Interview

one in-depth interview with a recognized global thought leader (Jimmy Carter, Bill Gates, Howard Gardner, Daniel Goleman, Alice Waters, Michael Spence, Linus Torvalds, Marshall Goldsmith, Twyla Tharpe)

## Idea Exchange

10-12 shorter articles, either Q & As with thought leaders and experts, or a Point of View essay from a thought leader or expert.

## Upcoming Events

upcoming content-based public events featuring thought leaders at the Rotman School

## 2017 Editorial Focus

Winter 2017	Smart Power
Spring 2017	The Behavioural Issue
Fall 2017	(In)Equality
Winter 2018	Innovation



# 2017 Rates and Data

## Rotman MANAGEMENT

The Magazine of the Rotman School of Management, UNIVERSITY OF TORONTO

### Editorial Calendar

Issue	SPACE CLOSING	MATERIAL DEADLINE	EDITORIAL FOCUS
Winter 2017	Nov. 9, 2016	Nov. 16, 2016	Smart Power
Spring 2017	Mar. 13, 2017	Mar. 20, 2017	The Behavioural Issue
Fall 2017	July 11, 2017	July 18, 2017	(In)Equality
Winter 2018	Nov. 8, 2017	Nov. 15, 2017	Innovation

Rotman Management 4C Gross rates	1x	3x	5x
DPS	\$6,800	\$5,780	\$4,915
Premium Positions IBC/IFC	\$4,800	\$4,080	\$3,470
OBC	\$5,000	\$4,250	\$3,600
Full page	\$4,000	\$3,400	\$2,890
1/2 page	\$3,000	\$2,550	\$2,170
1/3 page horizontal	\$2,600	\$2,210	\$1,880
1/4 page square	\$2,200	\$1,870	\$1,590

Our rates are designed to maximize your marketing dollars.  
Increase your exposure and take advantage of great savings.

Inserts/Outserts – please contact for pricing.

### Mechanical Requirements

**Electronic Material:** Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size color proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

**File transfer media:** DVD, CD, FTP or e-mail.

Smaller files can be e-mailed up to a maximum file size of 10MB.

Send to [chimes@dvetail.com](mailto:chimes@dvetail.com).

**FTP Site:** <ftp.dvetail.com>. Please send an e-mail to [ftp@dvetail.com](mailto:ftp@dvetail.com) for password information for the ROTMAN FTP site.

**Design Services:** Complete design services are available at an additional charge.

**For details, please contact:**

Roberta Dick, [robertad@dvetail.com](mailto:robertad@dvetail.com) or Crystal Himes, [chimes@dvetail.com](mailto:chimes@dvetail.com),  
Tel: 905.886.6640

### Terms & Conditions

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

**Taxes:** Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

### Dimensions

Rotman Management	Dimensions (Width x Height)
DPS	Trim 17" x 10.5"
	Bleed 17.5" x 10.75"
	Live area 14.5" x 9.25"
Full page	Trim 8.5" x 10.5"
	Bleed 8.75" x 10.75"
	Live area 7.25" x 9.25"
1/2 page horizontal	Trim 8.5" x 5.25"
	Bleed 8.75" x 5.375"
	Live area 8.25" x 5.125"
1/2 page vertical	Trim 4.25" x 10.5"
	Bleed 4.375" x 10.75"
	Live area 4.125" x 10.25"
1/3 page horizontal	Trim 8.5" x 3.75"
	Bleed 8.75" x 3.875"
	Live area 8.25" x 3.625"
1/4 page square	Trim 5.25" x 4.25"
	Bleed 5.375" x 4.375"
	Live area 5.125" x 4.125"

\*for full bleed ads, please allow an additional 0.125 (1/8") on each side of the center line to compensate for perfect binding.

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30 YEARS

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