

# Editorial

Rotman School has been 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.

In every issue of *Rotman Management* magazine

## 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

## 2016–17 Editorial Focus

Winter 2017

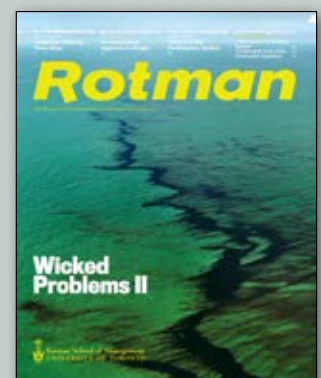
Smart Power

Spring 2017

The Behavioural Issue

Fall 2017

Balancing Act II



# Rotman MANAGEMENT

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

## 2017 Rates & Data

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

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

**For details, please contact:**

Roberta Dick, [robertad@dvtail.com](mailto:robertad@dvtail.com) or Crystal Himes, [chimes@dvtail.com](mailto:chimes@dvtail.com),  
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	Live area 4.125" x 10.25"
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**Beth Kukkonen**

Director, Sales operations

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E-mail: [rotman@dvtail.com](mailto:rotman@dvtail.com)

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