

The Voice for Clean Capitalism

Corporate Knights

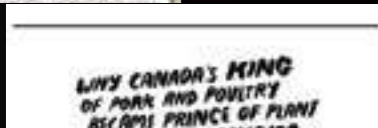
MEDIA KIT 2021

clean cap·i·tal·ism
((kln) kp-tl-zm)

/n./ an economic system in which prices incorporate social, economic and ecological benefits and costs, and actors know the full impacts of their marketplace actions.



The Voice for Clean Capitalism



Corporate Knights (CK) is a media and research company focused on quantifying and animating clean capitalism drivers for decision makers. Founded in 2002, *Corporate Knights* magazine is the world's foremost magazine for clean capitalism, trusted by influencers for its unparalleled track record providing informed, objective and authentic research and analysis to the market.

The Voice for Clean Capitalism

For advertisers, *Corporate Knights* offers an efficient avenue to reach decision makers within the context of our trusted brand for sustainability and corporate social responsibility:

- Leaders representing companies with a collective market capitalization of \$40 trillion
- Well-informed, high net worth consumers who look to CK for sustainable alternatives and green choices
- Investors with \$35 trillion in assets under management
- Legislative bodies with \$6 trillion annual expenditure

Corporate Knights organizes various global events, conferences and roundtables, including our annual Best Corporate Citizens in Canada Gala in Toronto, and the Global 100 Davos Dinner. These events often offer bonus distribution and sponsorship opportunities for advertisers.



THE GLOBAL



PRESIDENT-ELECT DONALD TRUMP WANTS TO REVITALIZE AMERICA'S COAL INDUSTRY AND ROLL BACK THE PREVIOUS ADMINISTRATION'S CLIMATE CHANGE AGENDA. THAT MAY PROVE TO BE HARDER THAN HE THINKS.

REACH AND READERSHIP

Corporate Knights reaches the most influential corporate and political decision makers in the world.

Print Circulation: 95,400

Readership: 286,200

Frequency: 4 issues/year

Corporate Knights readers include global CEOs, CIOs, sustainability executives, legislators and UN PRI asset owners.

Globe and Mail and Washington Post Subscribers: 76,400

Globe2Go ePaper delivery service: 12,500

Direct Mail to Corporate and Political Leaders: 4,500

Maple Leaf Executive Airline Lounges: 1,500

Via Rail Business Lounges: 500

**During the COVID-19 pandemic, we have redirected delivery to home addresses*

READER PROFILE*

3 readers per copy

57% of our readers keep their copy for at least 2 months, and 28% for at least 6 months

38% of our readership identified themselves as a president, CEO or owner of a company and 28% as a senior manager or manager

81% identify Corporate Knights as a more, or the most, credible source for sustainability and corporate citizenship information compared to other sources in North America

62% are willing to pay more for products that are good for the environment and society

88% of readers plan to purchase sustainable packaged goods, 85% wish to purchase sustainable investments and 62% plan to purchase a more efficient vehicle in the next three years

** 2017 Oracle Poll Readership Survey*

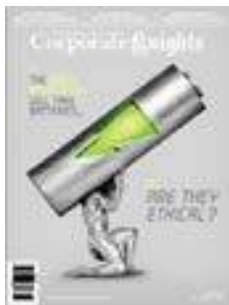


(Clockwise) Corporate Knights CEO and publisher Toby Heaps with economist Mark Carney and Analytica Advisors' Celine Bak; Toby Heaps with Cisco Canada President Rola Dagher at the 2019 Best Corporate Citizens Gala; 2018 Panel on the Financial Stability Board's Task Force on Climate-related Financial Disclosures; (Pictured from left to right) Catherine McKenna, Toby Heaps, Michael Bloomberg, Kathleen Wynne.

EDITORIAL CALENDAR 2021

NAMED "MAGAZINE OF THE YEAR" AT THE 36TH NATIONAL MAGAZINE AWARDS!

2020 Global 100 Issue



THE GLOBAL 100 ISSUE

- The 2020 Global 100 Most Sustainable Corporations in the World Ranking
- The Guide to Responsible Investing

Note: Our annual Global 100 event will be held virtually on Jan 25

Distribution: January 26, 2021
 Booking: December 21, 2020
 Material: December 29, 2020



2020 Spring Issue



THE SPRING ISSUE

- Ten Firms that Made the Earth Move in 2020
- Responsible Investment Pioneers

Distribution: April 22, 2021
 Booking: March 15, 2021
 Material: March 22, 2021



2020 Best 50 Issue



THE BEST 50 ISSUE

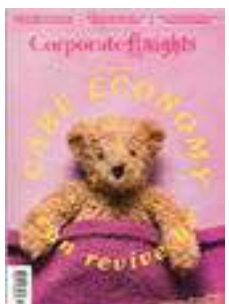
- Best 50 Corporate Citizens in Canada Ranking
- Most Sustainable Corporate Pension Plans

Note: The Best Corporate Citizens in Canada gala date is TBD

Distribution: June 25, 2021
 Booking: May 12, 2021
 Material: May 19, 2021



2020 Better World MBA Issue



THE EDUCATION AND YOUTH ISSUE

- Better World MBA Ranking
- Most Sustainable University Corporate Pension Plan
- Youth Leadership in Sustainability

Distribution: November 10, 2021
 Booking: September 30, 2021
 Material: October 7, 2021



PRINT ADVERTISING

RATE CARD

Double-Page Spread	\$26,250
Back Cover	\$20,625
Inside Front Cover	\$18,750
Inside Back Cover	\$16,575
Full-Page Premium	\$15,750
Full-Page	\$15,000
Half-Page	\$10,500
1/3 Page Vertical	\$5,625
1/6 Page	\$3,750



To reserve your ad call or email:

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t: 416. 203.4674 x224
erin@corporateknights.com

PRINT ADVERTISING

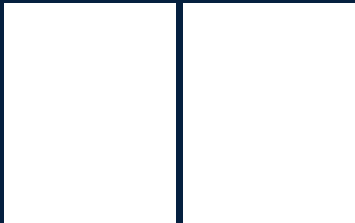
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SPECS

Double-Page Spread



Bleed: 0.125
Trim: W 16.5" x H 10.875"
Safe Area: 15.15" x 10.25"

Full-Page



Bleed: 0.125
Trim: W 8.25" x H 10.875"
Safe Area: 7.875" x 9.5"

Half-Page



Bleed: None
Trim: W 7.1" x H 4.6"

1/3 Page Vertical



Bleed: None
Trim: W 2.2" x H 9.6"

1/6 Page



Bleed: None
Trim: W 2.2" x H 4.7"

Graphics should be in PDF and have a resolution of 300 dpi or higher, and in CMYK. Files should be sent to erin@corporateknights.com

CORPORATEKNIGHTS.COM & E-NEWSLETTER

Forbes, Financial Times, Bloomberg News and AFP are among the top tier media outlets that have recently reported on *Corporate Knights'* industry-leading research and coverage.

Corporateknights.com is the online hub for news and analysis about sustainability.

WEBSITE AUDIENCE

- Average users per month, 2020 YTD: 66,622
- Average pageviews per month, 2020 YTD: 119,437

E-NEWSLETTER AUDIENCE

- 15,500 + opt-in subscribers (avg. open rate of 27%)

WEB AD

- 30-Day Campaign
- Impression-based Campaign
- Sponsored content on homepage
- Weekly Roundup e-Newsletter ad

SPECS

- (300 x 250; 300 x 600; 970 x 90)
- (300 x 250; 300 x 600; 970x 90)
- (500-1500 words)
- (300 x 250)

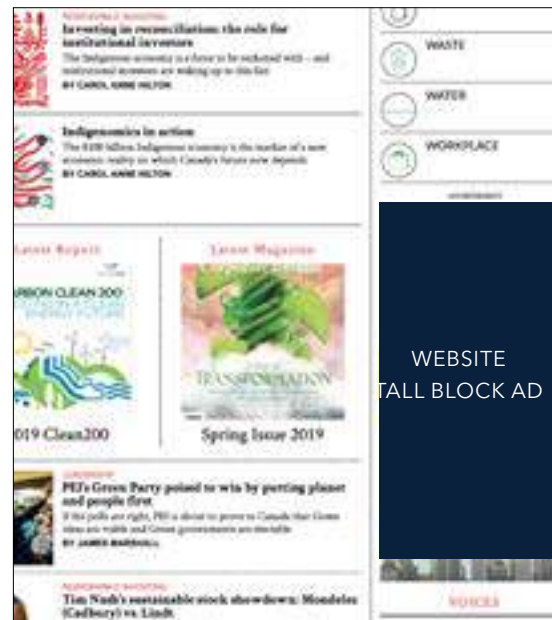
RATES

- \$1,500
- \$35/ CPM
- \$4,000/2-weeks
- \$800/week

Max file size 120 KB;

File types: JPEG, GIF, PNG or "Saved for web"

To customize your campaign please contact erin@corporateknights.com



PREMIUM SERVICES

PEER BENCHMARKING & RECOMMENDATIONS REPORTS

Corporate Knights will apply its in-depth knowledge to analyze your sustainability performance and provide expert advice on the essentials of what your organization needs to measure, improve and disclose to be on par or better than your sector peers. You will receive a performance scorecard containing a trends analysis over the past three years outlining essential indicators you would benefit from improving, as well as examples from your peer group based on global benchmarking. You will receive data that shows how you stack up against a designated number of peers. Many companies improve their sustainability reporting and performance by incorporating these findings.

Corporate Knights offers a discount to companies who choose to bundle their Peer Benchmarking & Recommendations Report with an ad in *Corporate Knights*. (See following page for details.)



PREMIUM SERVICES cont.

Option A

Peer Benchmarking & Recommendations Report

Rate: \$15,000

Option B

Peer Benchmarking & Recommendations Report (\$15,000)

Full-page ad in *Corporate Knights* digital and print magazine (\$15,000)

Exclusive ad in *Corporate Knights* weekly roundup e-newsletter (\$800)

Bundled Rate: \$25,000

Option C

Peer Benchmarking & Recommendations Report (\$15,000)

Double-page spread in *Corporate Knights* digital and print magazine (\$26,250)

Exclusive ad in *Corporate Knights* weekly roundup e-newsletter (\$800)

Bundled Rate: \$30,000

With any one of these options, *Corporate Knights* can offer a free board presentation distilling the insights and opportunities that arise from the benchmarking analysis.



WHAT OUR READERS ARE SAYING

I'M IMPRESSED
WITH THE
RIGOR AND
METHODOLOGY
USED
BY *CORPORATE
KNIGHTS*.

– MARC GUNTHER,
FORTUNE MAGAZINE

Corporate Knights
is one of the
most advanced
practitioners
seeking ESG
[environment, social
and governance]
correlation to core
business metrics such
as revenue growth,
cost reduction and
profitability.

– MICHAEL E. PORTER,
HARVARD BUSINESS SCHOOL

I trust *Corporate
Knights* to
consistently
deliver thoughtful,
high quality and
reliable analysis
on corporate
sustainability
performance.

– STEVE WAYGOOD,
CHIEF RESPONSIBLE
INVESTMENT OFFICER, AVIVA

THE VOICE FOR CLEAN CAPITALISM

TO RESERVE YOUR AD CALL OR EMAIL:

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