

Sustainable Economy

MEDIA KIT 2022/23

Champions

Sustainable Economy:

Meeting the needs of all stakeholders without compromising the ability of future generations to meet their own needs, recognizing that a holistic approach considering ecological, social and economic dimensions must be considered together for human civilization to live in harmony with the natural world.



Sustainable Economy Champions



Corporate Knights Inc. (CK) is a media and research company focused on quantifying and animating sustainable economy drivers for decision makers. Founded in 2002, *Corporate Knights* magazine is trusted by influencers for its unparalleled contribution to providing informed, objective and authentic research and analysis for people who affect great change: business leaders, policymakers and investment decision-makers.

Sustainable Economy Champions

Corporate Knights offers an efficient avenue to reach decision makers within the context of a brand synonymous with sustainability:

- Business executives representing companies with a collective market capitalization over \$40 trillion
- Policy makers and legislative bodies with over \$6 trillion in annual expenditures
- Investors with over \$35 trillion in assets searching for sustainable securities

Through global events, conferences and roundtables, including our annual [Best Corporate Citizens Gala](#) in Toronto and [Global 100 Dinner](#) in Davos. Corporate Knights hosts the leaders of the most sustainable companies in the world. We convene essential conversations that foster the foundational collaboration for a sustainable economy.

These events offer high-profile sponsorship opportunities enabling companies to potently align their values and ambitions with UN SDGs.



WHERE SUSTAINABLE DECISIONS ARE MADE AND BRANDS ARE BUILT

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

Circulation: 126,680
Readership: 300,000+
Frequency: 4 issues/year

The Globe and Mail: 65,100
Globe2Go digital: 12,500
The Washington Post: 11,330
The Wall Street Journal: 36,500
Direct Subscribers: 1,250

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

READER ENGAGEMENT THAT MATTERS

Corporate Knights' award-winning editorial is informed with proprietary research and amplified by strategic distribution partnerships enabling you to reach many of the people leading the global transition to a sustainable economy. We have purposefully selected readers from each of our distribution partners that are pivotal to a just transition. *Corporate Knights* is carried by *The Globe & Mail*, *The Washington Post* and *The Wall Street Journal* to enable meaningful engagement with many of the most influential corporate, policy and investment decision-makers in the world. Given the influence of policymakers in Washington and financial leaders on Wall Street, advertising in *Corporate Knights* provides significant brand benefits globally and is an efficient avenue to reach key decision-makers within the context of a brand synonymous with sustainability.



(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

NEXT ISSUE



FALL 2022 TRANSITION 20 ISSUE

- Transition 20 Ranking of the World's Most Rapidly Decarbonizing Corporations
- Better World MBA Ranking - Business Schools Instilling the Greatest Holistic Purpose
- Top 30 Under 30 in Sustainability

Booking: September 29, 2022
Material: October 5, 2022
Distribution: November 10, 2022

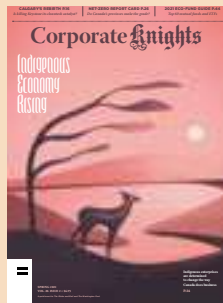


WINTER 2023 GLOBAL 100 ISSUE

- Global 100 Ranking of the World's Most Sustainable Corporations
- Secrets of Success from the Most Sustainable Companies in the World
- Responsible Funds

Booking: December 14, 2022
Material: December 21, 2022
Distribution: January 18, 2023

Note: Our annual Global 100 event date is TBD



SPRING 2023 SUSTAINABLE CITIES ISSUE

- Global Sustainable Cities Ranking
- Earth Index G20 Sectorial Analysis

Booking: March 16, 2023
Material: March 23, 2023
Distribution: April 20, 2023



SUMMER 2023 BEST 50 ISSUE

- Best 50 Corporate Citizens in Canada
- Top International Corporate Citizens
- Sustainable Head of State of the Year
- Sustainable CEO of the Year

Booking: May 17, 2023
Material: May 25, 2023
Distribution: June 29, 2023



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

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



PRINT ADVERTISING

RATE CARD (USD)

Double-Page Spread	\$25,000
Outside Back Cover	\$18,500
Inside Front Cover	\$17,500
Inside Back Cover	\$16,500
Full-Page Premium	\$15,750
Full-Page	\$15,000
Half-Page	\$10,500
1/3 Page Vertical	\$6,000
1/6 Page	\$4,000

Brand Builder Program: Buy a minimum of one ad per issue in four consecutive quarters and reduce your spend by twenty-five percent. Call or email for details.

To reserve your campaign, email:

Sanket Sharma
Business Development
M: 647.532.8961
sanket@corporateknights.com



ENGAGE YOUR TARGET AUDIENCE, BUILD YOUR BRAND

The objective of any advertising campaign is optimal exposure with your target audience. Seasoned sales professionals know the key is to reach as many people as possible who are in the market for your products and services and effectively engage with them at least three times. Reaching your target audience with the right message, in the right context, an optimal number of times, builds brands and delivers a solid return on advertising investment.

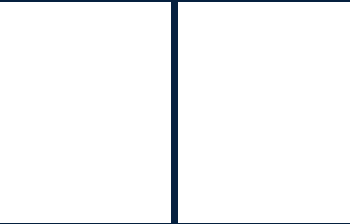
Brand Builder Program: Buy a minimum of one ad per issue in four consecutive quarters and reduce your total spend by twenty-five percent. Call or email for details.

Sanket Sharma
Business Development
m: 647.532.8961
sanket@corporateknights.com



SPECS

Double-Page Spread



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

Full-Page



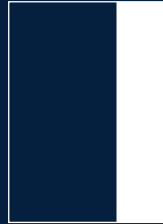
Bleed: 0.125
Trim: W 8.25" x H 10.875"
Safe Area: 7.875" x 9.5"

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"

Please submit your advertising material in CMYK/PDF with a resolution of 300 DPI or higher and send your files to sanket@corporateknights.com

CORPORATEKNIGHTS.COM

The online hub for a sustainable economy

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.

STATS

WEBSITE AUDIENCE

- Average pageviews per month, 2021 (Jan 1 - Oct 31): 1,048,70
- Average users per month, 2021 (Jan 1 - Oct 31): 54,148

E-NEWSLETTER AUDIENCE

- 18,500 + opt-in subscribers

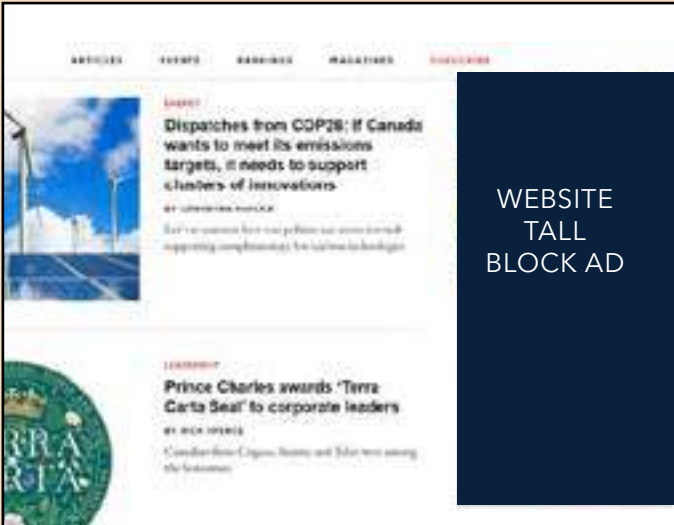
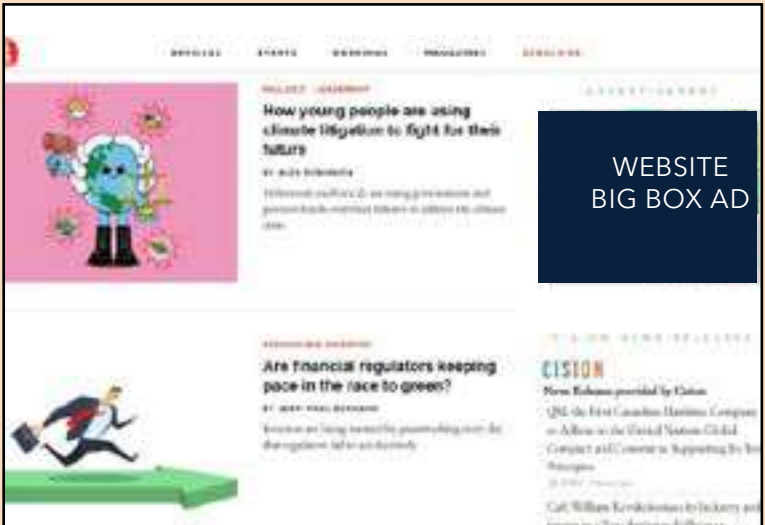
WEB ADS

WEB ADS	SPECS	RATES
30-Day campaign	(300 x 250; 300 x 600; 970 x 90)	\$1,500
Impression-based campaign	(300 x 250; 300 x 600; 970x 90)	\$35/ CPM
Sponsored content on homepage	(500-1500 words)	\$4,000/2-weeks
Weekly Newsletter ad	(300 x 250)	\$800/week

Max file size 120 KB;
File types: JPEG, GIF, PNG or "Saved for web"

For a targeted or customized campaign, please contact sanket@corporateknights.com

BANNER AD PLACEMENT



GLOBAL PEER BENCHMARKING REPORT

We leverage our proprietary research and insight to analyze your sustainability performance and provide your leadership team with expert advice on opportunities for improvement. Reports include a performance scorecard with a three-year trends analysis detailing key productivity indicators comparing your company's performance to your chosen peer group. Many companies use our reports to improve efficiency, reduce emissions and enhance financial performance.



GLOBAL PEER BENCHMARKING REPORT cont.

Global peer benchmarking reports are highly customized and include a presentation by Corporate Knights senior executives to your company's leadership team, distilling the insights and opportunities to enable smart strategic decisions.

Corporate Knights offers an incentive to bundle benchmarking with advertising and events.

For further information, call or email:

Dwayne Zaba

Chief Sustainability Officer

Corporate Knights Inc.

1.403.680.6810

dwayne@corporateknights.com



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

Sustainable Economy Champions

*TO RESERVE YOUR CAMPAIGN CALL OR
EMAIL:*

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BUSINESS DEVELOPMENT
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sanket@corporateknights.com

Corporate  Knights