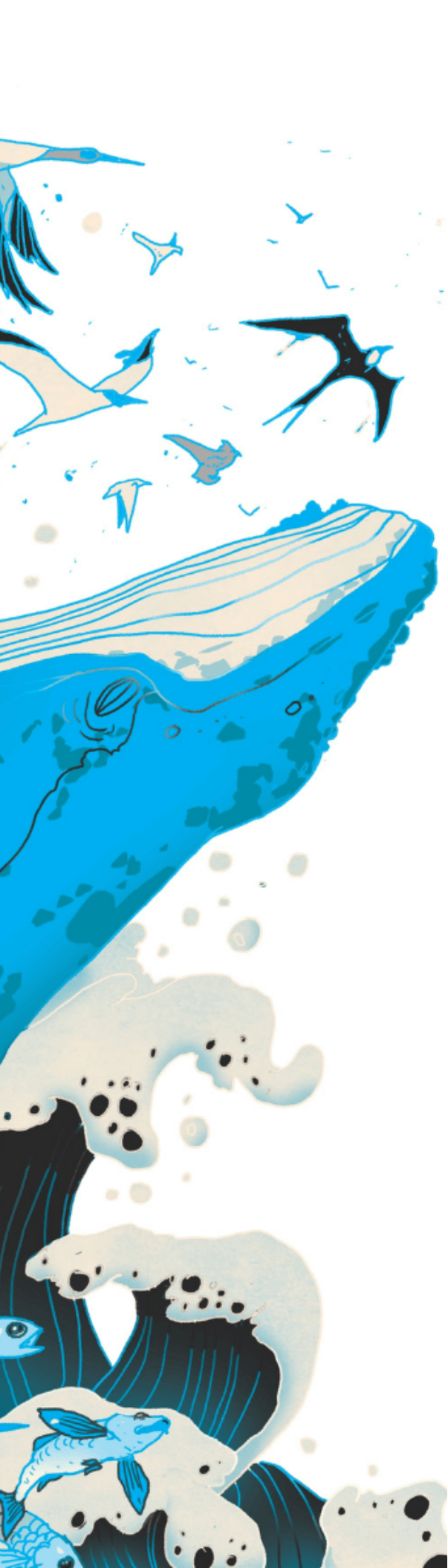
A large, white, stylized logo of the letters "CK" on a red background.

Corporate  
Knights

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Media Kit 2023



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# Corporate Knights Inc. is an independent media and research company committed to advancing a sustainable economy.



Founded in 2002, Corporate Knights magazine delivers informed, objective and in-depth research and analysis for people who effect great change. By quantifying and communicating sustainable economy drivers, Corporate Knights has established itself as a magazine of choice among influential **business leaders, policy-makers** and **investment decision-makers**.

**Reporting:** Corporate Knights Inc. includes the award-winning sustainable-economy magazine *Corporate Knights*. As one of the world's most widely circulated (125K+) magazines dedicated to exploring the intersection between people, planet and profit, *Corporate Knights* is a leader in the sustainable-economy media space.

**Analysis:** Corporate Knights' research division produces global sustainability rankings, research reports and financial product ratings. Its flagship ranking is the [Global 100 Most Sustainable Corporations](#).

**Convening:** Through events, conferences and roundtables, including our annual Global 100 dinner in Davos and Best Corporate Citizens gala in Toronto, Corporate Knights hosts leaders from the world's most sustainable enterprises. We convene essential conversations that foster the collaborative foundation required for a sustainable economy.

## Defining a Sustainable

**Economy:** A sustainable economy strives to create a balance between people and the planet by integrating ecological, social and economic efforts. The well-being of future generations is preserved, while simultaneously meeting the needs of today's stakeholders and communities.



“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**

# Why Advertise?

As an independent media and research company recognized for its commitment to advancing a sustainable economy, Corporate Knights is well positioned to connect brands to the world's most influential decision-makers.

## Our readership includes:

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



## Print

Corporate Knights' award-winning magazine is informed by proprietary research and strategically engages many of the people leading the global transition to a sustainable economy.



## Digital

*Corporatenights.com* provides an online hub for audiences interested in a sustainable economy. Updated daily, the Corporate Knights website allows readers to stay informed about the trends and drivers shaping the sustainable economy.



## In Person

Corporate Knights' global events, conferences and roundtables offer high-profile sponsorship opportunities that enable companies to align their values and ambitions with the United Nations Sustainable Development Goals.

# Circulation

We have intentionally targeted readers who are pivotal to enabling the just transition to a sustainable economy. *Corporate Knights* magazine is carried as an insert in *The Globe & Mail*, *The Washington Post* and *The Wall Street Journal* and stimulates conversation and engagement among many of the world's most influential corporate, policy and investment decision-makers. Given the influence of policy-makers in Washington and financial leaders on Wall Street, advertising in *Corporate Knights* provides significant brand benefits globally.

**Circulation:** 119,500  
**Readership:** 300,000+  
**Frequency:** 4 issues/year

**The Globe and Mail:** 58,000  
**Globe2Go digital:** 12,500  
**The Washington Post:** 11,300  
**The Wall Street Journal:** 36,500  
**Direct subscribers:** 1,250

\* **Special Distribution at 2023 Davos:** 1200 copies of the 2023 Global 100 Issue will be distributed at major hotels during the World Economic Forum

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

— STEVE WAYGOOD,  
CHIEF RESPONSIBLE INVESTMENT OFFICER, AVIVA

## WEBSITE AUDIENCE

- Pageviews (2022): 1 million+
- Users (2022): 530,000+

## E-NEWSLETTER AUDIENCE

- 19,000+ opt-in subscribers



# Editorial Calendar & Print Dates



## 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

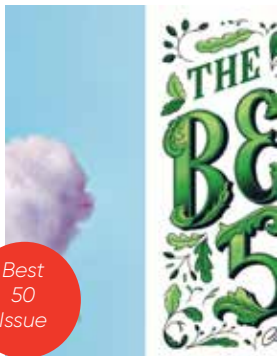
**Booking: December 7, 2022**  
Material: December 14, 2022  
Distribution: January 25, 2023



## SPRING 2023 BIOECONOMY ISSUE

- Global Sustainable Cities Ranking
- Earth Index G20 Sectorial Analysis

**Booking: March 15, 2023**  
Material: March 17, 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

\*The Best 50 Corporate Citizens gala will be hosted on June 28

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



## FALL 2023 TRANSITION 20 ISSUE

- Better World MBA Ranking
- Top 30 Under 30 in Sustainability
- Carbon Reduction 20

**Booking: September 29, 2023**  
Material: October 5, 2023  
Distribution: November 9, 2023

# Ranking and Reports Calendar

	<b>Event Date</b>
<b>Responsible Funds</b>	January 11, 2023
<b>Global 100</b>	January 18, 2023
<b>Clean 200 Index</b>	February 23, 2023
<b>Sustainable Pensions Dashboard</b>	March 22, 2023
<b>Earth Index (G20 Sectorial Analysis)</b>	April 10, 2023
<b>Sustainable Cities Index</b>	April 20, 2023
<b>Future 50</b>	June 2, 2023
<b>Best 50</b>	June 29, 2023
<b>Earth Index (Full Report)</b>	Summer date TBD
<b>Carbon Reduction 20</b>	October 4, 2023
<b>Sustainable Banks League Tables w/ <i>The Banker</i></b>	October 11, 2023
<b>Top 30 under 30</b>	October 25, 2023
<b>Better World MBA</b>	November 9, 2023
<b>Sustainable Pension Asset Holders</b>	November 22, 2023

# Rate Card (USD)

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

## Brand Builder Program

Buy a minimum of one ad per issue in four consecutive quarters and reduce your total spend by 25% (on ads, as well as other Corporate Knights products and services within this 12-month period).

**Contact for details.**



1/3 Page



1/6 Page



Double-Page



Full-Page

To reserve ad space or discuss a campaign, contact:

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



Half-Page

# Print Specs

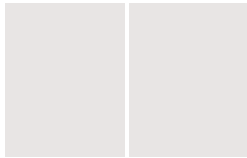
**Sanket Sharma**  
Business Development  
M: 647.532.8961  
sanket@corporateknights.com

## CONNECT WITH YOUR AUDIENCE, BUILD YOUR BRAND

Every successful advertising campaign begins by optimizing exposure to a target audience. Seasoned sales and marketing professionals understand the importance of reaching as many people as possible who are in the market for your products and services and effectively engaging with them at least three times. Reaching your target audience with the right message, in the right context, the right number of times, helps to build brand awareness and drive action while delivering a solid return on advertising investment.

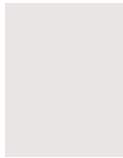
**Brand Builder Program: Buy a minimum of one ad per issue in four consecutive quarters and reduce your total spend by 25%. Call or email for details.**

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](mailto:sanket@corporateknights.com)



# Digital Rates & Specs



## RATES (USD)

<b>30-Day campaign</b>	_____	\$1500
<b>Impression-based campaign</b>	_____	\$35/CPM
<b>Sponsored content on homepage</b>	_____	\$4000/2 weeks
<b>Weekly Newsletter ad</b>	_____	\$800/week

For geotargeting, homepage takeover, and/or other customizations, please inquire with Sanket Sharma: [sanket@corporateknights.com](mailto:sanket@corporateknights.com)

## SPECS

### 30-Day campaign

- 300x 250
- 300 x 600
- 970 x 90
- 320 x 50
- 728x 90

### Impression-based campaign

- 300x 250
- 300 x 600
- 970 x 90
- 320 x 50
- 728x 90

### Sponsored content on homepage

700 - 1200 Words

### Weekly Newsletter ad

300 x 250

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



# Research Services: Global Peer Benchmarking Report

We leverage our proprietary research and insight to analyze corporate sustainability performance and provide leadership teams with pivotal insights on opportunities for improvement. Reports include a performance scorecard with a three-year trends analysis detailing key productivity indicators that compare your corporate sustainability performance to your chosen peer group – up to nine peers. Many companies use our reports to improve efficiency, reduce emissions and enhance financial performance. Corporate Knights' CEO personally presents our report to your management team, distilling insights and opportunities to enhance your strategic decisions.

**Global peer benchmarking reports are customized and include a presentation by Corporate Knights' senior executives.**

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

For more information please  
contact:

Toby Heaps  
CEO/Publisher  
toby@corporateknights.com