

# Corporate **K**nights

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The Magazine for  
Clean Capitalism

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Media Kit 2016



*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.

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## THE MAGAZINE 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.

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 50 Corporate Citizens in Canada Gala in Toronto, and the Global 100 Davos Dinner. These events often offer bonus distribution and sponsorship opportunities for advertisers.



**Corporate Knights Davos Investment Forum 2009:**  
*Pictured (Left to Right): Nicholas Parker (Former Chairman, Corporate Knights Inc.), Dan Esty (Commissioner, Connecticut Department of Environmental Protection), Laura Tyson (Professor, Haas School of Business, former Chair, US President's Council of Economic Advisers), Toby Heaps (CEO, Corporate Knights Inc.), Matthew Kiernan (Chairman, Inflection Point Capital Management), Lord Nicholas Stern (Chair, Grantham Research Institute on Climate Change and the Environment, London School of Economics), George Soros (Chairman, Soros Fund Management), Joseph Stiglitz (Professor, Columbia University, Former Chief Economist, World Bank)*



**Corporate Knights Best 50 Corporate Citizens in Canada Gala 2013:**  
*Pictured (Left to Right): Toby Heaps (CEO and Publisher, Corporate Knights Inc.), Ontario Premier, Kathleen Wynne*

"CORPORATE KNIGHTS IS A HIGHLY COMMENDABLE SAMPLE OF SAVVY ENTREPRENEURIALISM, NOT JUST A CHRONICLER BUT AN ADVOCATE; A SETTER OF STANDARDS; AN EXPLAINER OF FINE DISTINCTIONS, CONTRADICTIONS AND AMBIGUITIES; AN EMPLOYER OF CARROTS ...BUT HANDY WITH THE STICK AS WELL, WHEN SUCH IS CALLED FOR."

— F. ANTHONY COMPER,  
FORMER CEO, BMO FINANCIAL GROUP

TO RESERVE YOUR AD CALL

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UpMarketing  
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info@up-marketing.com

"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."

— MICHEAL E. PORTER,  
HARVARD BUSINESS SCHOOL

"CORPORATE KNIGHTS IS THE MOST IMPORTANT BUSINESS MAGAZINE IN NORTH AMERICA."

— RALPH NADER,  
PUBLIC CITIZEN



## REACH AND READERSHIP

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Print Circulation: 126,000

Readership: 378,000

Frequency: 4 issues/year

**Reach:** The most powerful corporate and political decision-makers in the world, including global CEOs, CIOs, procurement and sustainability executives, legislators and UN PRI asset owners.

Globe and Mail and Washington Post Subscribers : 115,000

Globe2Go ePaper delivery service: 7,500

Direct Mail to Corporate and Political Leaders: 5,000

Higher Education and Top Media Editors: 1,200

Maple Leaf Executive Airline Lounges: 3,000

**Conferences:** Each issue has an average bonus distribution at key conferences of 1000-1500 copies including the World Economic Forum in Davos.

### Reader Profile\*

- Readers per copy: 3
- 58% of our readers keep their copy of Corporate Knights for at least 2 months, with 20% keeping their copy for at least 6 months
- 39% of our readership identified themselves as a President, CEO, Owner of Business or Senior Manager
- 97% seek to purchase products that are good for the environment and society
- 77% of readers identify Corporate Knights as the leading source for corporate social performance compared to other publications

\* 2014 Oracle Poll Readership Survey

### Who Reads Corporate Knights?

Heads of State



Media Moguls



Nobel Laureates



(Left:) 18th Prime Minister of Canada Brian Mulroney; (Centre:) Steve Forbes with CK Publisher, Toby Heaps; (Right:) Nobel Laureate Muhammad Yunus with Former CK Chairman Nicholas Parker

Corporate Knights • 2016

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FORBES, HUFFINGTON POST, BLOOMBERG NEWS AND AFP ARE AMONG THE TOP TIER MEDIA OUTLETS THAT HAVE RECENTLY REPORTED ON CORPORATE KNIGHTS' INDUSTRY-LEADING RESEARCH AND COVERAGE

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

— MARC GUNTHER,  
FORTUNE MAGAZINE



# EDITORIAL CALENDAR

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## THE FUTURE 40 ISSUE

- Distribution Date: March 30, 2016
- Booking Date: February 26, 2016
- Material Date: March 3, 2016

### RANKINGS & REPORTS:

- Canada's Future 40 Responsible Leaders ranking
- A spotlight on green buildings and the future of cities
- The health benefits of green buildings
- An explainer on Alberta's new output-based subsidies for oil production



2015 Future 40 Issue

## BEST 50 ISSUE

- Distribution Date: June 7, 2016
- Booking Date: April 29, 2016
- Material Date: May 5, 2016

### RANKINGS & REPORTS:

- CK's 15th-annual Best 50 Corporate Citizens in Canada ranking
- Spotlight on Canadian mining sector

• **NOTE: Best 50 Gala will take place June 7, 2016 at Roy Thomson Hall, Toronto.**



2015 Best 50 Issue

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



# EDITORIAL CALENDAR

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## EDUCATION ISSUE

- Distribution Date: October 13, 2016
- Booking Date: September 9, 2016
- Material Date: September 15, 2016

### RANKINGS & REPORTS:

- Better World MBA Ranking
- Global 100 Most Sustainable Private Companies Ranking



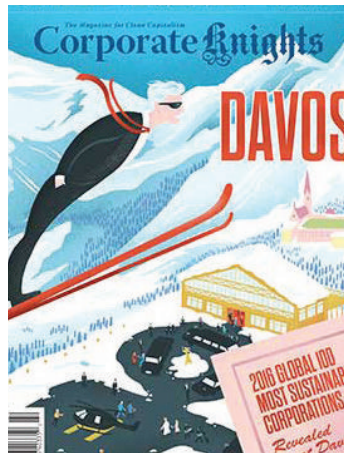
2015 Education Issue

## GLOBAL 100 ISSUE

- Distribution Date: January 19, 2017
- Booking Date: TBD
- Material Date: TBD

### RANKINGS & REPORTS:

- Annual Global 100 Most Sustainable Companies in the World report
- 2016 Eco-Fund Rating Section



2016 Global 100 Issue

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# RATES

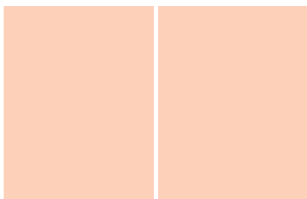
## 4-Color Ad Placement

1x

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

# SPECS

All ads are full color. Graphics should be a PDF and have a resolution of 300 dpi or higher, and in CMYK.



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



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



1/2 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"

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# DIGITAL ADVERTISING

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## CORPORATEKNIGHTS.COM

### Content

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

### Audience

- 32,217 monthly visitors; 28,151 "unique" visitors
- 70,834 monthly page views

### Specs/Rates

Big Box (300 x 250)	\$1,500
Half Page (300 x 600)	\$1,500

Digital ads should either be in JPEG or GIF format. Please provide corresponding link.

Sponsored Content on Homepage: \$4,000 for a two-week period. Please contact us for availability or a customized quote.

### Channel Sponsorship

Channel sponsorship offers advertisers alignment with key sustainability topics on corporatекnights.com that are important to their organization. Sponsorship includes:

- Exclusive digital advertising within the channel
- Exclusive sponsored content within the channel
- Advertising within topical e-newsletter to subscribers
- First right of refusal to renew sponsorship at expiration

Channels available for sponsorship include: Built Environment, Clean Technology, Energy & Utilities, Climate & Carbon, Connected Planet, Education, Food, Health & Lifestyle, Leadership, Mining, Natural Capital, Responsible Investing, Social Enterprise, Supply Chain, Waste, Water and Workplace.

### Rates

Sponsorship is available for 4-month, 6-month and 12-month periods. Sponsorship packages range from \$5,500 - \$17,000, depending on the duration of the sponsorship and the channel. Please contact Erin Gardhouse at erin@corporatекnights.com for availability and a customized quote.

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## DIGITAL MAGAZINE OPTIONS

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### Corporate Knights Magazine for iPad & iPhone

You can access Corporate Knights anywhere in the world courtesy of [Apple Newsstand](#) and via your existing iTunes account. Corporate Knights has partnered with PixelMags, one of the industry's leading platforms for digital magazine publishing. This means single issues, annual subscriptions and back issues are available instantly for viewing on iPad and iPhone devices by downloading our magazine app from the iTunes App Store. Corporate Knights is also available for Android-based devices such as the Amazon Kindle and the Blackberry 10, with more options to come.

#### Rates

Basic link from advertisement	\$500
Basic link from article	\$500
Link from a CK ranking/report	\$1,250
Embedding video in an ad	\$1,000

## DIGITAL AD SIZES

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300 x 600  
Half Page



300 x 250  
Big Box

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