



# Advertise With R\$



# About Research Money

**Delivering crucial insights on government funding and policy for business professionals, academics and policy makers.**

**Who Are We?** We are a Canadian News Organization, with a mission to provide competitive intelligence to Canadian researchers, entrepreneurs, policy makers and funders while celebrating innovation leaders. We connect key players in the innovation ecosystem. Readers benefit from our qualified editorial team's deep policy and funding knowledge, providing insights and unbiased coverage of the innovation economy through in depth reporting. Through our transparent communication, we hold organizations that provide and receive funding accountable while celebrating innovation leaders.

**History of R\$** - Research Money was launched in 1987 as one of several technology-focused newsletters published by Ottawa-based Evert Communications. In 2000, The Impact Group began publishing R\$, a fruitful affiliation that included an expansion into national and regional conferences where the who's who of Canadian science, technology, innovation, and policy meet to share information, network and forge new opportunities.

Research Money has established a stellar reputation as the go-to source for the news and insight you need. Decision makers and practitioners have relied on Research Money for 30 years for original and timely analysis of the policies, programs and collaborations designed to transform Canada into a leading player in the knowledge-based global economy.

Many of our readers are at the forefront of shaping Canada's science, technology and innovation landscape, including high-level research managers, policy makers, senior bureaucrats, analysts, investors, entrepreneurs, politicians and researchers from industry, government, academia and the not-for-profit sectors.

## Quick Facts

Articles Published Every Wednesday

Innovation This Week Sent Out Every Wednesday

One of a Kind Archive of Innovation and Policy Information Dating Back to 2000



# Our Audience

**Our engaged community of government and business professionals, policymakers, and researchers.**

Our readership spans various departments and industries:

- Executive leadership and researchers
- Faculty
- Administrators
- Board members
- Researchers
- Graduate students
- Professional staff

**5%**

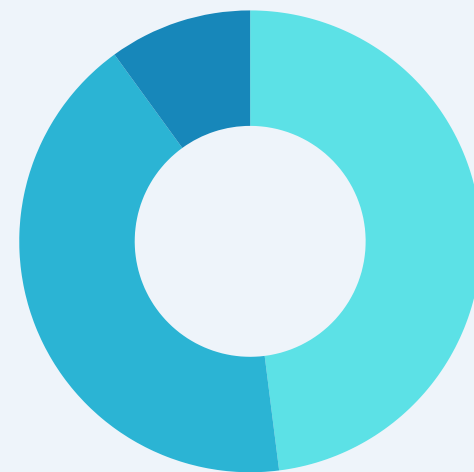
Innovation This Week Open Rate

**4.5%**

Innovation This Week Click Through Rate

## Innovation This Week by Sector

Effectively reach decision-makers and personnel of influence within the Business and Government sectors.

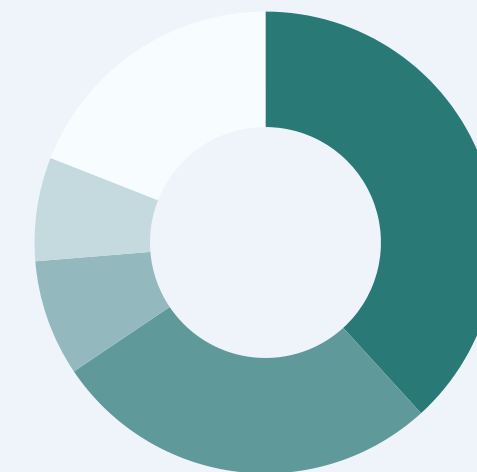


### Where They Work:

Academia	10%
Business	42%
Government	48%

## Canada Wide

Enforming decision-makers of innovation and policy news coast to coast.

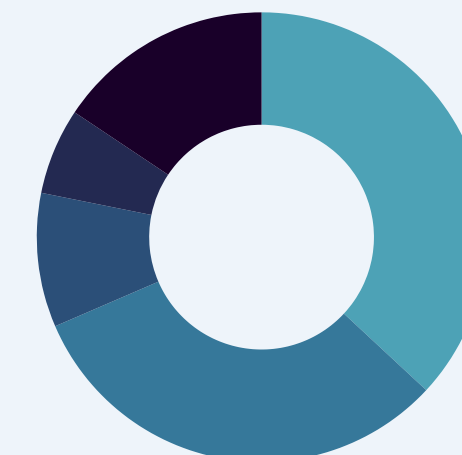


### Where They Live:

Toronto	38.2%
Ottawa	27.3%
Montreal	8.1%
Vancouver	7.3%
Other	19%

## Seniority

Our community consists of decision-makers, organizational influencers, and multi-layered employees.



### Seniority Level:

Senior	36.9%
Entry	31.6%
Director	9.6%
CXO	6.2%
Other	15.6%

# What Others Have To Say About R\$

**We pride ourselves on the long-term, highly engaged and passionate community of innovators, policymakers, and decision-makers that use R\$.**

“Research Money began publishing in 1986. In 1973 I was one of the founders of Linear Technology Inc. which became Gennum Corporation in 1987. I have known Research Money from its beginning and I have copies of all the issues since 1990. Research Money is a unique publication because it has over the years fairly reported on the people, enterprises and players in Canada’s Research world with remarkable objectivity and with no specific loyalty or influence by players in industries, governments, government laboratories, or universities. Research Money has given remarkable perspective on Research, Development, Technology and Education for Canada. Unfortunately the Research parties, interest groups and factions in Canada have had disparate goals that have prevented us from capitalizing on the value presented. The potential is still there and as our resource-based industry faces difficult times and our economy is declining, Research Money can be a major source of wisdom for success in the knowledge-based economy. Our prosperity will depend on this.”

**H. Douglas Barber, O.C., Ph.D., D.Sc., F.C.A.E., P.Eng., Distinguished Professor-in-Residence, McMaster University**

“I have been a regular reader of RE\$EARCH MONEY for the past twenty years. It’s important for me to keep up with the latest news and trends in science and innovation policy. I rely on information sources that deliver the news that I need to my desktop so I don’t have to spend time searching for articles that may or may not be relevant to my interests. RE\$EARCH MONEY is an invaluable and cost-effective source of reliable information and analysis that keeps me up to date on all the latest developments in Canada’s S&T community.”

**David Wolfe, Co-Director, Innovation Policy Lab, Munk School of Global Affairs and Professor, Political Science, University of Toronto**

“The annual Research Money conference is a can’t miss event for academics, policy-makers, think tanks and private sector organizations with an interest in innovation policy. The conference consistently assembles top-notch Canadian and international experts and is delivered in an interactive and engaging manner. I highly recommend this conference to anyone who is passionate about innovation policy and wishes to contribute to a dialogue to facilitate Canada’s future economic prosperity.”

**Dave Dupuis, Senior Policy Advisor, Innovation Science and Economic Development Canada**

# Who We Work With



Global Advantage



GenomeCanada



Social Sciences and Humanities  
Research Council of Canada

Conseil de recherches en  
sciences humaines du Canada



Lab  
2Market



Innovation, Science and  
Economic Development Canada

Innovation, Sciences et  
Développement économique Canada

# Who We Work With (Cont'd)

## Québec

Fonds de recherche – Nature et technologies  
Fonds de recherche – Santé  
Fonds de recherche – Société et culture



SIMON FRASER  
UNIVERSITY



National Research  
Council Canada

Conseil national de  
recherches Canada



CIHR IRSC  
Canadian Institutes of  
Health Research / Instituts de recherche  
en santé du Canada



McGill  
UNIVERSITY



uOttawa



Genome  
BritishColumbia



Natural Resources  
Canada

Ressources naturelles  
Canada

# Who We Work With (Cont'd)



UNIVERSITY OF  
WATERLOO



# Our Community

**4,500+**

Innovation This Week Subscribers

**Hundreds of Paying, Highly Engaged  
Research Money Members**

**4,100+**

Total Social Media Followers



# Innovation This Week

**Innovation This Week (ITW) is Research Money's free weekly newsletter on the topics that matter most to our audience.**

Providing insights on innovation, science, and policy with exclusive news delivered directly to ITW subscribers and R\$ members every Wednesday.

Content includes:

- The latest in science, technology, and innovation news in Canada
- In-depth Analysis of organizations, grants, funding and more
- Announcements about R\$ conferences, workshops and online events
- Calls for proposals, contests, and collaboration opportunities
- Advertising spots for partners

**4,500+**

Innovation This Week Subscribers

**Hundreds of Paying, Highly Engaged Research Money Members.**

**4.60%**

Average subscriber click-through rate

**Newsletter Sent Out Every Wednesday**

# Research Money Member

**Research Money Members get exclusive access to the R\$ archive, articles, invites to special events and more.**

- Receive comprehensive reporting and analysis on the latest developments in Canada's innovation ecosystem
- Get access to the R\$ One of Kind, 22-year innovation and policy archive.
- Follow the evolution of federal and provincial policies that impact the research and innovation community
- Keep abreast of important international rankings and reports
- Discover new and innovative collaborations between industry and academia
- Find out what Canada's leading research institutions are doing
- Keep up with the progress of Canadian tech firms
- Follow the money – who is being funded and who is not?
- Gain a deeper understanding of Canada's investment landscape

**Hundreds of Paying, Highly Engaged Research Money Members.**

**58,000**

Yearly Total Number of Article Impressions

**20.05%**

R\$ Member Avg. ITW Open Rate

**3.4%**

R\$ Member Avg. ITW Click Rate

# Conferences & Events

**R\$ conferences and events bring together diverse players from industry, academia, government, finance and the broader innovation sector to discuss important issues affecting the growth of Canada's innovation ecosystem.**



## Discuss

Discuss important issues affecting the growth of Canada's innovation ecosystem.



## Network

Meet with professionals from government, academia, finance and business.



## Grow

Grow your network, knowledge and passion for the innovation sector in Canada.

**Conferences** - Each conference features keynotes, panels, discussions and networking with leaders and peers.

**Webinars** - Our webinars feature live online panel discussions during which participating viewers can submit questions and comments.

**Workshops** - Through our design thinking workshops in partnership with Mindel Solutions you will assemble a diverse group of stakeholders from government, business, civil society and academia to explore deeply a challenge facing your organization and/or community.

# Advertising Opportunities

# ITW Banner Ads

Get in front of the most engaged audience of R&S with ITW Banner Ads.

Products	Top	Middle	Bottom
Innovation This Week (ITW) banner ad with 300 word write up <i>Size: 600 x 150 px (less than 300kB)</i>	\$600	\$500	\$400
Innovation This Week (ITW) banner ad with 300 word write up (4 pack) <i>Size: 600 x 150 px (less than 300kB)</i>	\$1,920	\$1,600	\$1,280



# Social Media

**Grow your social media exposure by partnering with R\$ on our social media channels.**

**What you will see on our socials:**

- A weekly showcase of Innovation This Week articles
- Highlights of current events from our Short Report Article
- Congratulatory spotlight post of individual's accomplishments in the innovation, investment, policy & science sector
- Article archives
- Conference updates
- Partnership content

**See for yourself by clicking on our socials:**



**Our stats:**

**4,117**  
Followers

**14k+**  
Monthly impressions

**4%**  
Engagement rate

## Social Media Posts - Pack of 10 (\$400)

**What's Included:**

- Ten (10) On-demand social media posts on R\$'s LinkedIn and Twitter feeds





# Research Money Packages

Best Value

Products	Platinum	Gold	Silver	Bronze
Innovation This Week Banner (Top) with 300 word write up <i>Size: 600 x 150 px (less than 300kB)</i>	4	4	4	0
Innovation This Week Banner (Middle) with 300 word write up <i>Size: 600 x 150 px (less than 300kB)</i>	0	0	0	4
Innovation This Week Banner (Bottom) with 300 word write up <i>Size: 600 x 150 px (less than 300kB)</i>	0	4	0	0
10 On-Demand Social Media Posts (LinkedIn and Twitter)	4	2	2	1
Sponsored Article	1	0	0	0
Research Money Memberships	3	2	1	0
Price	\$5,600	\$3,840	\$2,560	\$1,920

# Sponsored Article

**A sponsored article by one of our professional writers, highlighting a topic that matters to you and our readers.**

Includes:

- One-on-one article development with a R\$ freelance writer
- Theme, content and format to be decided jointly by you and the writer
- A reach of over 3,000+ viewers per week.
- A permanent place in our unique R\$ Archive for users to view at any time in the future.
- Three (3) Memberships to Research Money

## Sponsored Article - \$3000

- R\$ freelancer writes the article and it is posted on R\$ homepage and the next issue of ITW (850 words)
- Content is clearly marked as sponsored. Content written by others is not accepted



# Sponsored Webinar

**A Sponsored Webinar is the perfect tool to tell your story to a captive audience in the science, technology, and innovation policy landscape.**

Includes:

- Four (4) On-Demand Social Media posts to be used before or after the webinar
- Recordings available post-event - Two (2) Innovation This Week ads (Middle). Can be used before or after the event (subject to availability)
- Prep calls prior to the webinar to determine program, moderator, equipment functionality and to brief speakers/panelists.
- Post-event report that includes:
  - Social Media Report for LinkedIn and Twitter (clicks, impressions, reactions, shares for customer posts)
  - Attendance Report (includes names, emails, and other details of attendees)
- Three (3) Memberships to Research Money

## Sponsored Webinar - \$4000

- Free for attendees (up to 500), this moderated webinar can be done as a panel, fireside chat, keynote, or discussants.
- Use the Research Money audience as your soapbox



# Contact

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[www.researchmoneyinc.com](http://www.researchmoneyinc.com)