

The shift to mobile demands a shift in your media plan.

Every month, The Globe and our Alliance partners reach over 7 million connected and engaged Canadians through our mobile properties.*

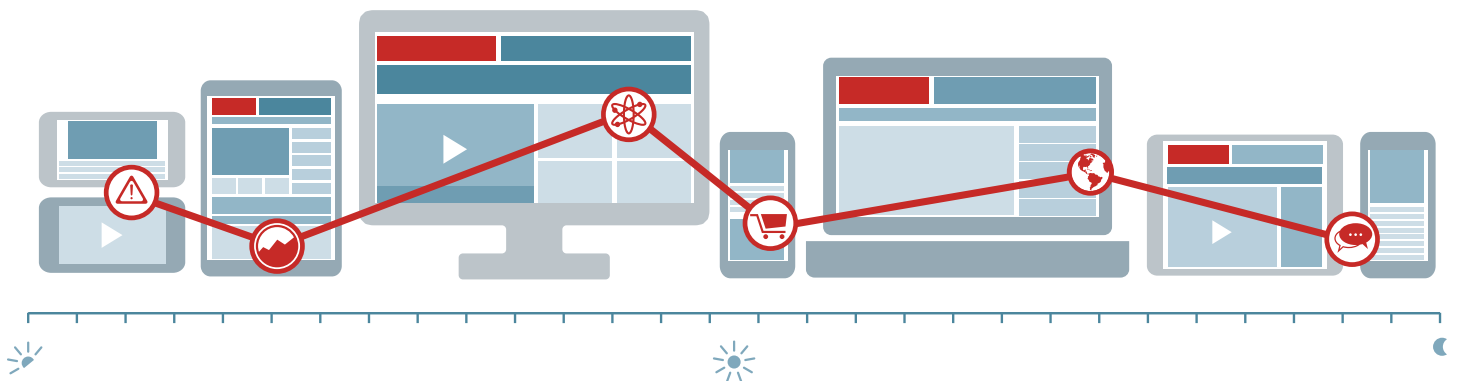
In fact, over 40% of our total digital content is now accessed via mobile devices. Which means that our readers are engaging with our award-winning content at home, work and on the move.

If you're not advertising across mobile, you're not reaching our readers where they're spending valuable time. Move more of your advertising into mobile to connect with your target consumers, as they move from desktop to tablet to smartphone.





3 WAYS TO BE MORE EFFECTIVE WITH GLOBE MOBILE

1 FOLLOW YOUR AUDIENCE

To truly engage with your audience, follow their daily journey through every Globe digital platform they use — from desktop to tablet to smartphone.



GLOBE READERS DO MORE ON MOBILE
and are more likely to use their mobile device to:**

 Access news on a daily basis (Index 425)	 Trade stocks (Index 452)	 Purchase tickets (Index 432)	 Purchase a product (Index 320)
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Source: *comScore Mobile Metrix, October 2014 (3-mo avg), Total audience **comScore Mobilen Q3 2014

2 CAPTURE MORE ATTENTION

Deliver new levels of impact and engagement, and command a larger share-of-screen with our large format Canvas ads, across desktop, mobile web and apps.

IPHONE INTERSTITIAL **DESKTOP CANVAS** **IPAD APP CANVAS**

WE'VE GOT MORE MOBILE VIDEO
Extend your broadcast-quality messaging across our mobile platforms

3 DELIVER MORE EFFECTIVELY

We seamlessly present your message across our digital platforms with Universal Delivery to take advantage of increased cross-platform reach and creative exposure.

OWN THE CONVERSATION
with flagship sponsorship packages and multi-platform audience reach in our content channels

Shift your media plan to Globe Mobile
Cross screens and connect with your target consumers
Learn more at Globelink.ca/mobile

TORONTO advertising@globeandmail.com

ONTARIO & MANITOBA 1.800.387.9012

EASTERN CANADA advertisingeasternca@globeandmail.com

OTTAWA REGION, QUEBEC & ATLANTIC CANADA 1.800.363.7526

WESTERN CANADA advertisingwesternca@globeandmail.com

ALBERTA & SASKATCHEWAN 1.403.245.4987 or 1.403.774.8024

BRITISH COLUMBIA 1.800.663.1311

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