

Proudly introducing

# The Globe and Mail App

A better way to experience the news

THE GLOBE AND MAIL



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## THE GLOBE AND MAIL



### TERRORISM

Attacks in France, Tunisia, Kuwait prompt fears of jihadi influences' spread

### U.S.

Service for church shooting victims begins; Obama to deliver eulogy for slain minister

### POLITICS

HarperPAC shutting down less than a week after launch

### U.S. SUPREME COURT

U.S. Supreme Court rules in favour of gay marriage nationwide

### BUSINESS BRIEFING

Canada's housing markets: 'Truths, lies and averages'

# As dynamic as the stories we bring our readers.

The Globe and Mail's readers are dedicated to staying informed. And while their preference for quality news from a trusted source remains solid, their choice of platform is fluid; whether print, online or mobile.

It's for them that we designed our new iPad and iPhone App. It provides readers with the latest news, business and lifestyle thought leadership in a connected experience that builds engagement and encourages and rewards curiosity.

Readers are presented the most relevant and insightful stories in curated Daytime and Evening editions – with an expanded Weekend experience – keeping them informed and ready for the next part of their day.

## Our new App brings readers...



### A FRESH NEW DESIGN

A fresh new design allows users to swipe across to browse sections, and scroll down to dig deeper into News, Report on Business, and Sports & Culture.



### CURATED EDITIONS

Our readers visit frequently to stay on top of developing stories with two curated editions, published at 6am and 6pm EST, plus breaking news alerts as news happens.



### INSPIRING DISCOVERIES

Our audience explores longer with an inspiring selection of stories covering sports, food, fashion, cars, arts & entertainment and more in the Sports & Culture section.



### POWER ANALYSIS

Readers rely on our trusted coverage and analysis of business and investing news in our dedicated Report on Business section.



### ENHANCED GRAPHICS

The message takes full advantage of the medium with high quality photographs, video and interactive charts and graphs.



### UNLIMITED POSSIBILITIES

Information seekers can access a vast archive of articles on globeandmail.com with a simple search by article, topic or keyword.



## WHAT SETS OUR AUDIENCE APART?

They're voracious news readers who access us more often and consume more content than other mobile properties.

They're also far more likely to use mobile in their active lives.



Access news on a daily basis  
(Index 425)



Trade stocks  
(Index 452)



Purchase tickets  
(Index 432)



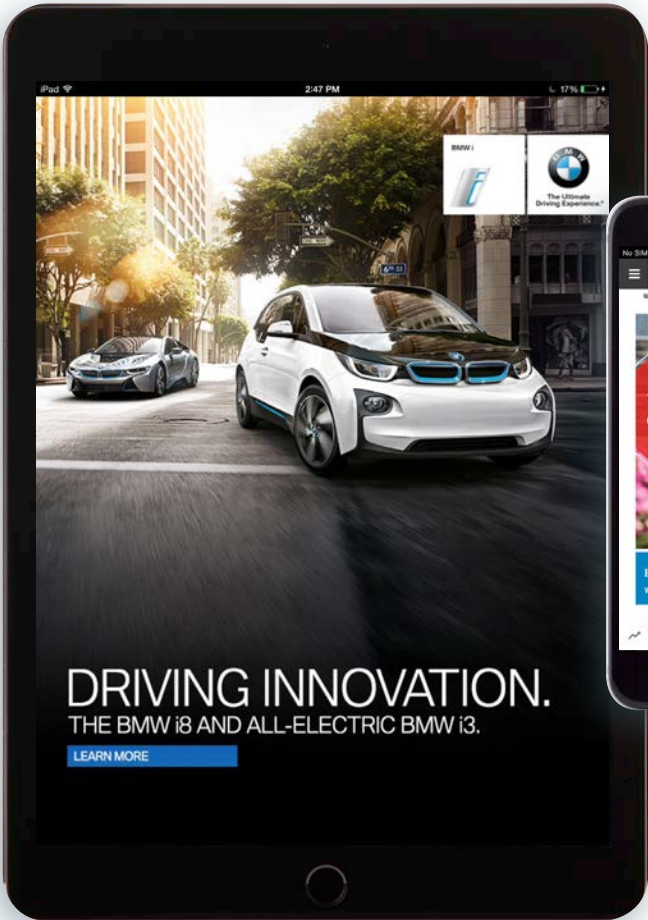
Purchase a product  
(Index 320)

# A flexible canvas to engage your ideal consumer.

Our rich storytelling and enhanced reading experience – across digital channels – provides for the highest content resonance and brand recall.

What's more, our App offers greater visual appeal and less clutter than other news apps. Your ads are integrated into a seamless experience aimed at high engagement and true impact.

And bringing science to the art, we offer performance measurement across more than 30 key metrics to help you optimize your creative for greater effectiveness.



## SHOWCASE YOUR CREATIVE WITH...

**RICH MEDIA**  
for highest impact on brand recall

**STANDARD IAB AD UNITS**  
are supported

**UNIVERSAL CREATIVE DELIVERY**  
reduces production costs

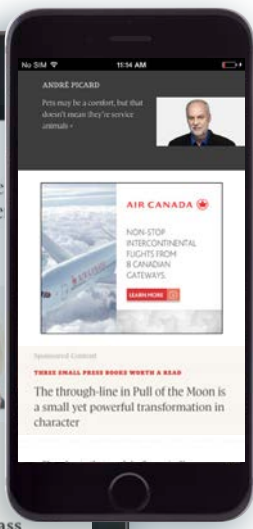
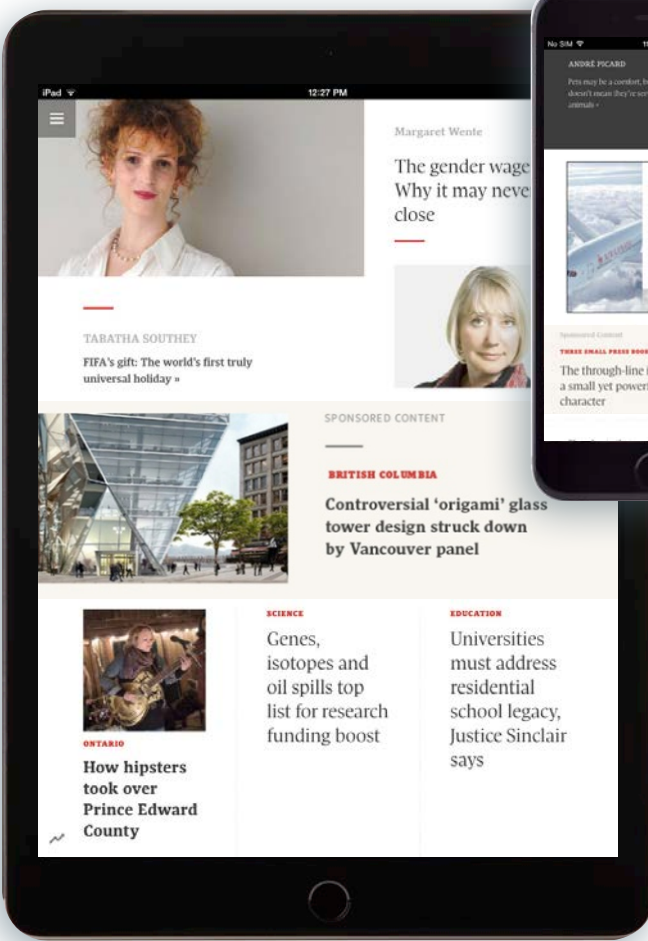
**AD SERVED**  
for deep campaign tracking and reporting

## A FLEXIBLE PLATFORM TO DEPLOY EFFECTIVE CAMPAIGNS

**ALIGN YOUR BRAND**  
Dominate the day and the time with our Editions and the ideal News, Business, Life & Arts and Sports sections.

**SEQUENCE YOUR MESSAGES**  
Match the moments that captivate readers, throughout their reading journey.

**EXPAND YOUR NATIVE PROGRAMS**  
A rich storytelling and enhanced reading experience provides for the highest content resonance and brand recall.



The new Globe and Mail iOS App offers an exciting new way to bring your brand to our engaged audience in flexible and dynamic sizes and placements.

**SIMPLY CHOOSE THE DAY AND EDITION THAT WORKS BEST FOR YOUR BRAND AND BOOK TODAY**

# Buy better in just the right place.

Our App lets you dominate the day, time or section to suit your marketing needs. And, our analytics help you learn where and when your customers want to connect with your message. Extend your Globe Digital and multi-platform programs into our app and reach more of your engaged and responsive audience.

## IPAD EDITIONS AND MAIN SECTION SPONSORSHIPS

Dominate the day, the time or the section that suits your objectives.

EDITION	NEWS	BUSINESS	SPORTS, LIFE & ARTS	ALL 4 SECTIONS
Weekday: Daytime (6am – 6pm)	\$5,900			\$8,500
Weekday: Evening (6pm – 6am)	\$3,900			\$5,600
Weekend (Sat or Sun - daytime or evening)	\$4,900			\$7,000
Full Weekday or Weekend (24 hours)	\$8,800	\$2,200	\$2,200	\$12,700

## STANDARD ADVERTISING (CPM)

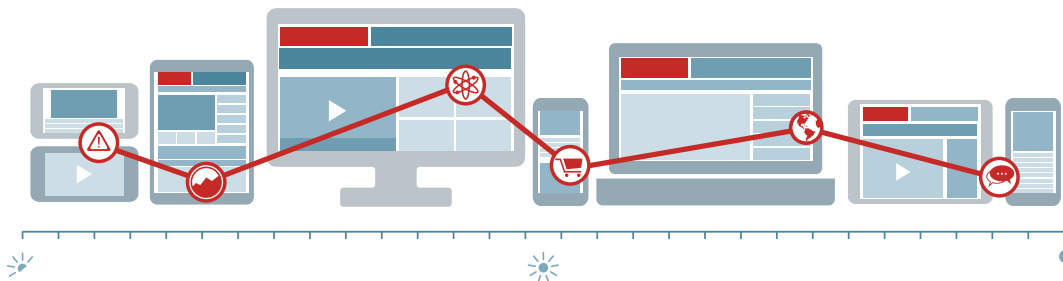
Maximize your presence by adding article page impressions to your sponsorship

CREATIVE FORMATS	NEWS	BUSINESS	SPORTS, LIFE & ARTS	ROS
iPad - Full Screen (768x1024 portrait and landscape)	\$55	\$60	\$50	\$50
iPad - Large formats (300x600)	\$41	\$44	\$38	\$38
iPad - Standard sizes (728x90 and 300x250)	\$33	\$35	\$30	\$30
iPhone – Full screen (300x600)	\$35	\$37	\$32	\$32
iPhone - Standard sizes (320x480 and 300x250)	\$28	\$30	\$26	\$26

Article and section placements are based on availability and can be day-parted where needed.

## EXTEND YOUR CONNECTION ACROSS OUR DIGITAL PLATFORMS

**DESKTOP    MOBILE    IPHONE APP    ANDROID APP**



## Contact us.

For complete information, please visit [GlobeLink.ca/apps](http://GlobeLink.ca/apps) and contact your Globe representative at 1-866-999-9237 or [advertising@globeandmail.com](mailto:advertising@globeandmail.com)



**Media Group**