

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

Every month, The Globe and our Globe Alliance partners reach over 9 million connected and engaged Canadians through our mobile properties.\*

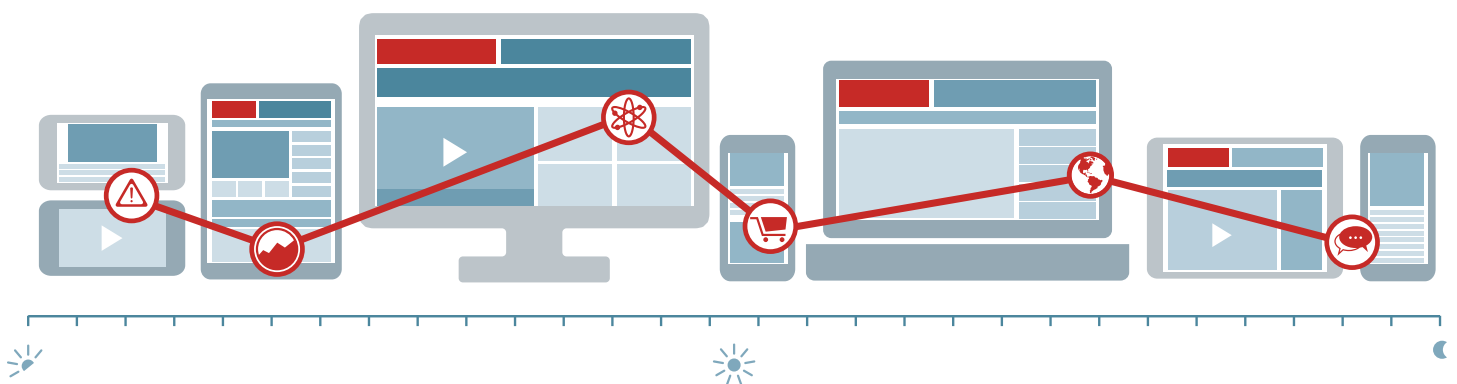
In fact, 50% of our total digital audience is now accessing our sites via mobile devices, and engaging with our award-winning content - and your campaigns - at home, work and on the move.

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, Q4 2015 (3-mo avg), Total audience \*\*comScore Mobilens Q3 2015

## 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.

The diagram illustrates three mobile video ad formats. On the left, an iPhone displays an interstitial ad for 'THE CITY UNLIMITED' with a video player. In the center, a desktop monitor shows a large 'CANVAS' ad for 'THE CITY UNLIMITED' featuring a video player and text. On the right, an iPad displays an app interface with a video ad for 'THE CITY UNLIMITED'. A speech bubble on the right contains the text: 'WE'VE GOT MORE MOBILE VIDEO. Extend your broadcast-quality messaging across our mobile platforms'.

IPHONE INTERSTITIAL      DESKTOP CANVAS      IPAD APP

## 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.

The diagram illustrates Universal Delivery across three devices. On the left, a smartphone shows a mobile ad for 'MACKENZIE INVESTMENT GROUP'S RISE-UP FUND'. In the center, a desktop monitor shows a large ad for 'MACKENZIE INVESTMENT GROUP'S RISE-UP FUND'. On the right, a tablet shows a smaller ad for 'MACKENZIE INVESTMENT GROUP'S RISE-UP FUND'. A speech bubble on the left contains the text: 'OWN THE CONVERSATION with flagship sponsorship packages and multi-platform audience reach in our content channels'.

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**Shift your media plan to Globe Mobile**  
**Cross screens and connect with your target consumers**  
 Learn more at [Globelink.ca/mobile](http://Globelink.ca/mobile)

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