



PUBLICATION DATES:

Wednesday, April 12, 2017
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GET INVOLVED BY:

Wednesday, March 22, 2017
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MATERIAL DUE:

Wednesday, March 29, 2017
Thursday, September 21, 2017

CONTEXTUAL PLACEMENT:

LIFE, NEWS & ARTS

RATES:

REPORT AND FEATURE RATES APPLY

THE ARTS

Ontario is alive with the arts, from live theatre, concerts and festivals to readings, art galleries and museums. The challenge lies in connecting your event with our arts-loving audience.

So in 2017, The Globe and Mail will publish two issues of The Arts, an invaluable planning and purchasing tool for the Globe's connected, educated readership. Simply reserve your space by deadline to have your event, attraction or facility mentioned within The Arts content.

EDITORIAL TOPICS UNDER CONSIDERATION INCLUDE:

- › What to look for in live theatre for 2016
- › Art galleries and museums to explore and learn
- › Aquariums, zoos and science centres for the whole family
- › Music, art and food festivals across the province
- › Who's on tour and playing at one of our many great concert venues

For additional information, please contact **KEITH RYDER**, Brand Partnership Manager, Special Reports
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REACH YOUR MARKET**



IN PRINT...

664,000

WEEKDAY READERS

953,000

SATURDAY READERS

Source: Vividata Q1 2016



ONLINE...

3.1 MILLION

MONTHLY UNIQUE VISITORS
(MULTI-PLATFORM)

Source: comScore Q1 2016

**THE GLOBE AND MAIL
ATTRACTS CANADA'S
INFLUENTIAL ADULTS AND
EXECUTIVES***

- The Globe Ontario edition connects you to **663,000** Adult 18+ readers every weekday.
- **2 million** go to our website weekly for their news and information.
- Globe readers are very socially active, and regularly attend: Live Theatre (Index 112); the Ballet (124); Concerts (121); Art Galleries (123).

Source: Vividata Q2 2016 A18+ Ontario Readers

