



**PUBLICATION DATES:**  
Wednesday, April 12, 2017  
Thursday, October 5, 2017

**GET INVOLVED BY:**  
Wednesday, March 22, 2017  
Thursday, September 14, 2017

**MATERIAL DUE:**  
Wednesday, March 29, 2017  
Thursday, September 21, 2017

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**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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IN PRINT...

**664,000**  
WEEKDAY READERS

**953,000**  
SATURDAY READERS

Source: Vividata Q1 2016



ONLINE...

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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

