

EXECUTIVE CLASS TRAVEL



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GET INVOLVED BY: September 27, 2017

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Canadian executives spend a lot of time - and money - travelling for business and pleasure. Comfort and convenience are important to them, and they're keen to learn about the newest and best in travel. The Globe and Mail's Executive Class Travel special report - designed for Canadian executives - will highlight the newest trends and ideas aimed at attracting the executive class traveller. Things like premium airline seating - including beds - fine wines, four course meals and other special attractions are quickly becoming must-haves for busy execs away from home. Hotels are also stepping their game up to attract the executive class traveler.

ADVERTISING OPTIONS

Editorial special reports are available across digital and newspaper. Each media is offered separately; speak to your Globe and Mail Account Manager for cross-platform packages.

DIGITAL

500,000 impressions

- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
- }
- \$11,500**

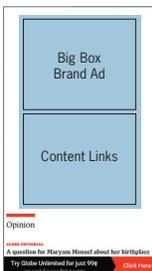
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

Co-branded impressions: 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

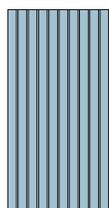
Branding next to content.

Content promotion via audience engagement units.

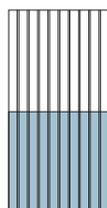


NEWSPAPER

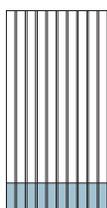
Rate card or contract rates apply. Additional size options available.



FULL PAGE
10 col x 280 ag
9.88" x 20.0"



1/2 PAGE
10 col x 140 ag
9.88" x 10.0"



BANNER
10 col x 47 ag
9.88" x 3.36"



REACH YOUR MARKET*



ONLINE...

18 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM, ALLIANCE)

6.5 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM)

Source: comScore, Omniture, Doubleclick

WITH POWERFUL INTERACTIVITY RESULTS...

35% higher reading time

Over 2 minutes on special report articles vs. GAM site average

3x higher CTR

On ads next to content vs. GAM site and Canadian average

Source: comScore, Omniture, Doubleclick



IN PRINT...

1,318,000

(WEEKDAY READERS)

Source: Vividata Q2 2016

Nearly **500,000** of The Globe print & digital readers are Senior Executives (index 162), who are 1.5 times more likely than average Canadians to fly Business or First Class most often when they travel.

72% of them are away on business trips for more than 1 night at a time, and are 3x more likely to stay in luxury hotels.

Collectively they have spent a total of **\$1 billion** on their most recent personal vacations (index 167).

Source: Vividata Q3 2016 A18+ National

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

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