

GLOBAL INNOVATION



PUBLICATION DATES: Thursday, November 2

GET INVOLVED BY: Thursday, October 12

MATERIAL DUE: Thursday, October 19

Now more than ever, organizations are developing global-ready products and services. But are Canadian businesses keeping up with the demand?

The Globe and Mail's Global Innovation special report will focus on the corporations and their products that have been able to capture the imagination of global consumers, securing new sources of revenue while increasing product lines. Canada is a small market with huge global potential, so this topic will be of paramount importance to all companies seeking to export and grow.

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**

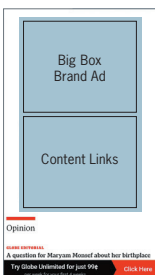
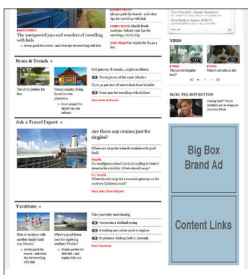
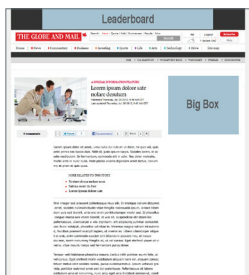
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

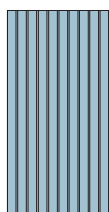
Branding next to content.

Content promotion via audience engagement units.

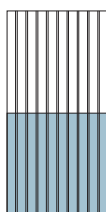


NEWSPAPER

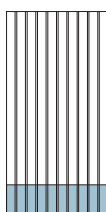
Rate card or contract rates apply. Additional size options available.



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)

Source: comScore Q4 2016

6.5 MILLION

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

Source: comScore Q4 2016

WITH POWERFUL INTERACTIVITY RESULTS...

35% higher reading time

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

Source: Omniture

3x higher CTR

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

Source: Omniture, Doubleclick



IN PRINT...

1,318,000

(WEEKDAY READERS)

Source: Vividata Q2 2016

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

- The Globe print & digital readers are **2x more likely** to hold C-Suite positions than average Canadians.
- Over **845,000** readers work in the field of Research and Development (index 145).
- Their business decisions are worth **\$26.2 billion**.

Source: Vividata Q3 2016 A18+ National

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

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