



PRIVATE SCHOOLS

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Choosing a school, especially with the costs involved in private education, is a major undertaking. The Globe and Mail's Private Schools reports are designed to provide parents with timely, accurate and thought-provoking information to help them find the right fit for their children.

PROPOSED EDITORIAL LINEUP:

- Single sex or co-ed: The pros and cons
- Traditional or progressive? Matching the right kind of school to your child's needs
- School options for special needs children and teens
- The academic advantage of private schools, including International Baccalaureate and Advanced Placement programs
- Niche schools that cater to excellence in arts, athletics and other fields
- Alternative teaching models, including Montessori and Waldorf
- Boarding school: not just an old-fashioned solution
- Paying for it: the tuition, the add-ons, and how to secure financial aid

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**

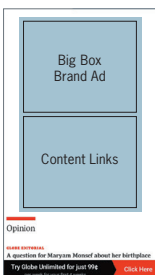
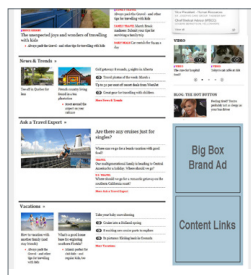
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

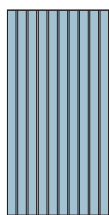
Branding next to content.

Content promotion via audience engagement units.

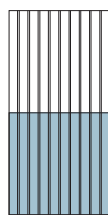


NEWSPAPER

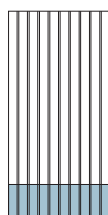
Rate card or contract rates apply. Additional size options available.



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)
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*

- 2 million print & digital readers have children under 18, who are more likely to have HHI of \$200K+ (index 149), and investable assets worth \$500K+ (index 153) than average
- Readers are well educated, with 1.1 million completing 6+ years at university (index 172)

Sources: Vividata Q3 2016 A18+ National

For additional information, please contact

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