

SMALL BUSINESS ADVISOR



PUBLICATION DATES: September 28 • October 5 • October 12

GET INVOLVED BY: September 7 • September 14 • September 21

MATERIAL DUE: September 14 • September 21 • September 28

Many successful Canadian business owners go it alone. Many more, however, seek guidance and expertise to reach their business potential. To help, The Globe and Mail is proud to produce Small Business Advisor; a special report series designed to help SMBs grow and prosper.

It will be an ideal place to position your products and services to reach our affluent and engaged business audience when they're ready to buy. In fact, last year, The Globe's small business executives spend \$47 billion on business purchases.

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**

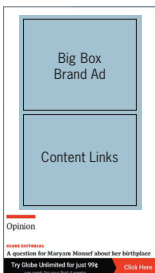
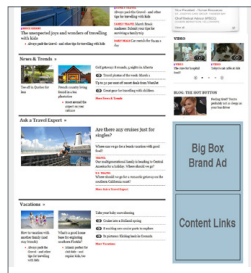
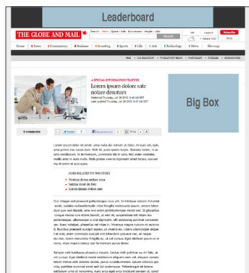
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

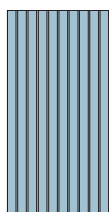
Branding next to content.

Content promotion via audience engagement units.

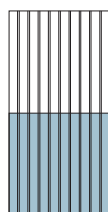


NEWSPAPER

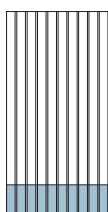
Rate card or contract rates apply. Additional size options available.



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, Doubledclick



IN PRINT...

1,318,000

(WEEKDAY READERS)
Source: Vividata Q2 2016

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

- The Globe newspaper connects you to **1.2 million Adult 18+** readers every weekday
- **3.9 million** go to our website weekly for their news and information
- **1.4 million** of our print & digital readers own/operate or work in small businesses
- These readers are responsible for **\$25.4 billion** in purchasing decisions (28% of total value)

Source: **comScore Q2 2016 *Vividata Q2 2016 A18+ National

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

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