



**PUBLICATION DATES:**

Friday, March 24, 2017

**GET INVOLVED BY:**

Friday, March 3, 2017

**MATERIAL DUE:**

Friday, March 10, 2017

**CONTEXTUAL PLACEMENT:**

NEWS & BUSINESS

**RATES:**

REPORT AND FEATURE RATES APPLY

# EXCELLENCE IN GOVERNANCE AWARDS

Good governance goes a long way. People want to do business with – and work for – companies that practice it and are recognized for it.

On March 24th, we'll publish a special report called Governance Professionals of Canada Excellence in Governance Awards. It will highlight the important contribution that Canadian organizations make toward best practices in governance, and will feature the winners of the 2016 EG Awards.

Better still, this report will provide an unmatched opportunity to publicize your organization's successes and the recognition thereof. For winners and shortlisted companies alike, it will be a must-be-seen opportunity.

Each advertiser will receive a mention about their company as we focus on how the winners are chosen and why Canadian decision makers should take note of the awards and the winners.

To book your space and be seen by Canada's forward thinking consumers and future employees, speak with your Globe representative today.

For additional information, please contact **KEITH RYDER**, Brand Partnership Manager, Special Reports  
[kryder@globeandmail.com](mailto:kryder@globeandmail.com)

All reports and features offer comprehensive packages to reach audiences through targeted content. Plus, print, digital and social are offered with most opportunities. All reports and features hosted on globeandmail.com receive rotational one month promotion on the GAM.com homepage.

We've had a long history of producing engaging print and digital features.

Click the image at right to view.



**REACH YOUR MARKET\*\***



**IN PRINT...**

**1,218,000**

WEEKDAY READERS

**1,812,000**

SATURDAY READERS

Source: Vividata Q1 2016



**ONLINE...**

**6.2 MILLION**

MONTHLY UNIQUE VISITORS  
(MULTI-PLATFORM)

Source: comScore 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
- **485,000** print & digital readers are in Senior Management roles
- **315,000** are the Business Decision Makers (index 149), responsible for an average of \$18 billion in spending

Vividata Q2 2016 A18+ National

**ADVERTISING RATES**

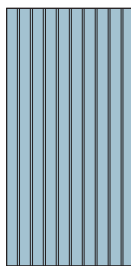
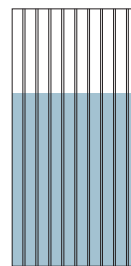
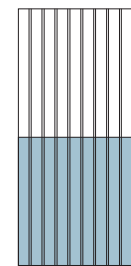
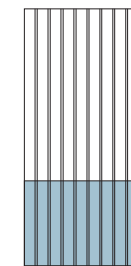
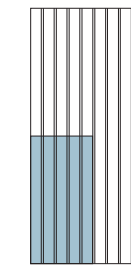
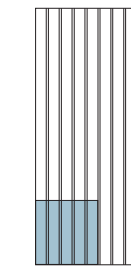
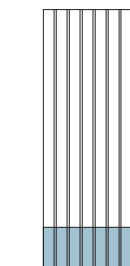
**Bundle digital and newspaper to make the most of your ad buy:**

- › Globe and Mail readers spend 3+ minutes per special article; more time for your ad to be seen
- › Low newspaper and digital duplication; include both to maximize reach
  - 63% of National digital readers don't read the paper
  - 54% of National Globe newspaper readers don't access the website
  - 63% of Ontario digital readers don't read the print paper
  - 55% of Ontario Globe newspaper readers don't access the website

Source: Vividata Q1 2016 – Age 18+; Moat Analytics

Editorial Reports and Advertising Features are offered to advertisers in bundled print and online packages. Digital impressions can appear on desktop and mobile web, and be extended across the Globe Alliance family of premium partners. Speak to your Globe and Mail account representative to learn more.

**STANDARD PRINT OPTIONS (APPEAR IN FULL COLOUR)**

						
<b>FULL PAGE</b> 10 columns x 280 agates 9.88" x 20.0"	<b>2/3 PAGE</b> 10 columns x 187 agates 9.88" x 13.36"	<b>1/2 PAGE</b> 10 columns x 140 agates 9.88" x 10.0"	<b>1/3 PAGE</b> 10 columns x 93 agates 9.88" x 6.64"	<b>1/4 PAGE</b> 5 columns x 140 agates 4.86" x 10.00"	<b>1/8 PAGE</b> 5 columns x 70 agates 4.86" x 5.00"	<b>BANNER</b> 10 columns x 47 agates 9.88" x 3.36"

**STANDARD DIGITAL FEATURES**

**CONTENT PROMOTION WITH BRANDING**

**DESKTOP & TABLET**

- › Offered for Editorial Reports and Advertising Features.
- › 300 x 600 audience engagement format.
- › Top 300x250 features special section advertiser.
- › Bottom 300x350 features up to four links to articles
- › Globe and Mail homepage promoted.

**MOBILE WEB**

- › Offered for Editorial Reports and Advertising Features.
- › Offered in 300 x 450 engagement format.
- › Top 300 x 250 features special reports advertiser.
- › Bottom 300 x 200 features link(s) to articles.

**ARTICLE PAGES**

- › Offered for Editorial Reports and Advertising Features.
- › Includes equal share of voice of one leaderboard, one big box as roadblock.

**MAIN REPORT LANDING PAGE**

- › Offered for Advertising Features.
- › Features all report articles from the special section. Includes equal share of voice of one leaderboard and one big box as roadblock.

