



SMB DATA SECURITY

PUBLICATION DATES: Monday, May 15 **GET INVOLVED BY:** Monday, April 24
MATERIAL DUE: Monday, May 1

Recent world events have highlighted the ever growing threat of cyberattacks on businesses, institutions and government. Malware and ransomware have become everyday realities for all Canadians. With reports showing a spike in targeted attacks against small businesses, a trend that shows no sign of slowing, business owners need to take cybersecurity breaches seriously.

On Monday, May 15th The Globe and Mail will publish SMB Data Security. This report will examine the dangers from hackers, discover how small and medium sized businesses in Canada are being affected and discuss some of the measures they are taking to protect their digital assets, client databases and private information.

Canadian companies are spending millions of dollars protecting themselves from cyber threats and this report will be an excellent fit for advertisers trying to reach The Globe and Mail SMB audience. To learn more and to reserve your space, please speak to you Globe and Mail advertising sales representative today.

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

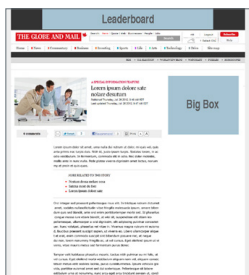
- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
- }
- \$11,500**

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

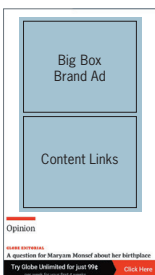
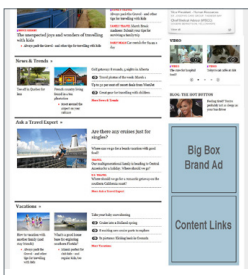
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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.

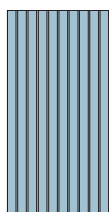


Click image to view

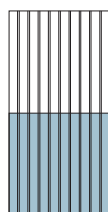


NEWSPAPER

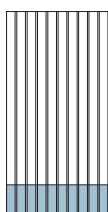
Rate card or contract rates apply. Additional size options available.



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

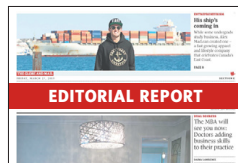


1/2 PAGE
10 col x 140 ag
9.88" x 10.0"



BANNER
10 col x 47 ag
9.88" x 3.36"

Click image to view



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

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

- **1.4 million** of our print and digital readers won, manage or work in small businesses
- **510,000** of them are involved in their company's purchasing decision, worth a total of \$25.4 billion (index 134)

Source: Comscore Q2 2016, Vividata Q2 2016 A18+ National (Small Business based on Stats Canada definition of 100 employees or less)

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

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