

CUSTOM Drive

PUBLICATION DATES: Thursdays in Globe Drive

GET INVOLVED BY: One month prior to regular weekly Globe Drive deadlines

MATERIAL DUE: Regular Globe Drive weekly deadlines

Each week, **Globe Drive** delivers authoritative, independent reviews and articles impacting and reflecting the tastes of our readers. It's an essential environment for any advertiser looking to reach the committed automotive purchaser. Now, we'll energize an even better consumer connection with a program that combines the value of Drive editorial with quality customized content. We call it **Custom Drive**.

Custom Drive will present relevant **Globe Drive** editorial, adjacent to custom messaging and branding.

WE OFFER:

Globe Drive content appropriate for the supporting brand

- Provides advertiser-relevant articles from a well-respected source

Sponsor content that's custom-created to advertiser specifications and approval

- Bespoke opportunity for marketers to reach their target audience in a contextual environment

Adjacent advertising

- Brand connection with best customers

INVESTMENT OPTIONS

Option 1:

1 full page + 300,000 impressions

PRINT

- › Half page allocated to Globe Drive content
- › Quarter page allocated to custom content
- › Quarter page allocated to brand advertising
 - Space allocations subject to advertiser preference

DIGITAL

- › 300 x 600 audience engagement units
 - All to feature sponsor 300 x 250 brand ad in top half
 - 150,000 with links to relevant editorial article(s)
 - 150,000 with links to custom content article
- › Brand advertising will run next to all content as roadblocked 300 x 250 and 728 x 90

\$13,900 net

Option 2:

2 full pages + 300,000 impressions

PRINT

- › Full page allocated to Globe Drive content
- › Half page allocated to custom content
- › Half page allocated to brand advertising
 - Space allocations subject to advertiser preference

DIGITAL

- › 300 x 600 audience engagement units
 - All to feature sponsor 300 x 250 brand ad in top half
 - 150,000 with links to relevant editorial article(s)
 - 150,000 with links to custom content article(s)
- › Brand advertising will run next to all content as roadblocked 300 x 250 and 728 x 90

\$20,400 net

REACH YOUR MARKET*

 ONLINE...

1,785,000

WEEKLY DIGITAL READERS

 IN PRINT...

617,000

AVERAGE WEEKDAY PRINT READERS

**THE GLOBE AND MAIL
CONNECTS WITH
AUTOMOTIVE CUSTOMERS
WHO ARE READY TO BUY:**

- **727,000** of our Metro print & digital readers intend to purchase a vehicle within the next 12 months (index 119)
- They are **1.3 times more likely** to purchase a new vehicle
- Globe Metro readers **spent over 68.5 billion** on vehicles in the past year

*Source: Vividata Q2 2016 Readership Study Metro Edition A18+

For additional information, please contact your Globe and Mail Account Manager or **ANDREA D'ANDRADE**, Manager Special Reports and New Product Development
adandrade@globeandmail.com