



# PRIVATE SCHOOLS

**PUBLICATION DATES:** September 28, 2017 • February 2, 2018

**GET INVOLVED BY:** September 7, 2017 • January 12, 2018

**MATERIAL DUE:** September 14, 2017 • January 19, 2018

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**

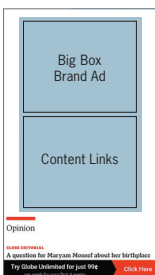
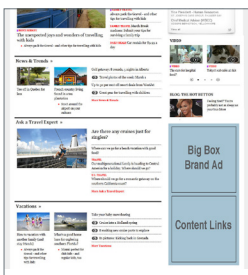
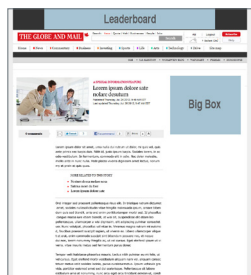
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

**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.

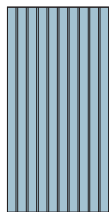
Branding next to content.

Content promotion via audience engagement units.

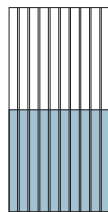


### NEWSPAPER

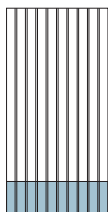
Rate card or contract rates apply. Additional size options available.



**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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