



# SPECIAL FEATURES IN BOOKS

Throughout the year, editors of The Globe and Mail’s Books section put the focus on themes that coincide with reader seasonal interests. These scheduled features highlight not only the newest book releases, but the authors as well.

Each one provides you with an ideal environment to promote your preferred book selection. Don’t miss these opportunities to connect with Globe and Mail readers – your best book-loving audience!

FEATURE	PUBLICATION DATES	SPACE DEADLINE	MATERIAL DEADLINE
Spring Books	Saturday, April 8	Friday, March 31	Wednesday, April 5
Summer Books	Saturday, June 17	Friday, June 9	Wednesday, June 14
Fall Books	Saturday, Sept. 16	Friday, Sept. 8	Wednesday, Sept. 13
Globe Top 100 Books	Saturday, Dec. 2	Friday, Nov. 24	Wednesday, Nov. 29
Gift Books	Saturday, Dec. 9	Friday, Dec. 1	Wednesday, Dec. 6

**RATES:** Contact your account manager for information.

Call your Globe and Mail representative for more information or to book your space

SHAUN JOHNSON	416.585.5672	<a href="mailto:sjohnson@globeandmail.com">sjohnson@globeandmail.com</a>
MICHELE WELLS	416.585.5592	<a href="mailto:mwells@globeandmail.com">mwells@globeandmail.com</a>
PENNY DEVEAUX	416.585.5681	<a href="mailto:pdeveaux@globeandmail.com">pdeveaux@globeandmail.com</a>

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## REACH YOUR MARKET



IN PRINT...

**1,900,000**

SATURDAY PRINT READERS



ONLINE...

**4.3 MILLION**

WEEKLY DIGITAL READERS

## THEY LOVE TO READ

- They bought almost **16 million** books and **3.7 million** ebooks in total in the past year
- They spent **\$209 million** on their books
- **1.8 million** readers buy books online

Source: Vividata Q2 2016 Readership Study National A18+