

INSPIRED BY INVICTUS!



PUBLICATION DATES: September 25, 26, 27, 28 and 29

GET INVOLVED BY: August 30

MATERIAL DUE: September 8

Among the sad realities of war are the many veterans that return home with battle field injuries, both physical and mental. These wounds of war have however expedited the necessity for our medical community to develop ground-breaking new products and procedures. Prosthetics, regenerative medicines and PTSD-related treatments are among the incredible innovations that now benefit us all.

This September, The Globe and Mail will produce a very special 5-part series in Life. "Inspired by Invictus!" will celebrate the medical innovations inspired by our war heroes, and developed by medical professionals from around the world.

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**

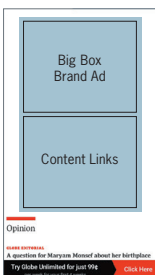
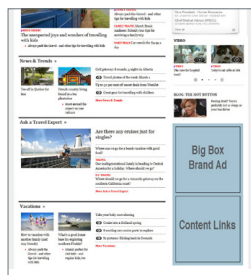
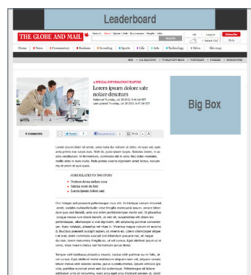
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

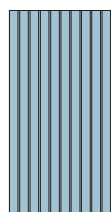
Branding next to content.

Content promotion via audience engagement units.

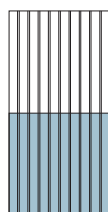


NEWSPAPER

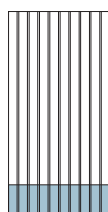
Rate card or contract rates apply. Additional size options available.



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)

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

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*

- **3.6 million** print & digital readers have donated to causes within and outside of Canada in the past year, worth a total of \$2.9 billion
- **Over 3 million** readers are willing to volunteer their time for a good cause, and over 2 million have done volunteer work in the past 2 years.
- **451,000** readers work within the medical profession (index 114)

Source: Vividata Q3 2016 A18+ National