

# INVICTUS GAMES



**PUBLICATION DATES:** September 20

**GET INVOLVED BY:** August 30

**MATERIAL DUE:** September 6

The Invictus Games is an international Paralympic-style event. Through the participation of 600+ wounded, ill and injured servicemen and women, it uses the power of sport to inspire rehabilitation and recovery, as well as to drive a greater respect and understanding for those that have served their country. This Fall from September 23rd to 30th, Toronto is honoured to host the 3rd ever Invictus Games.

To help celebrate Invictus, The Globe and Mail will produce a special report on Wednesday, September 20th, 2017. With the focus on the athletes, sports and potential outcomes, it will be an outstanding opportunity to connect your brand with this compelling and enduring sporting event. Speak with your Globe and Mail Account Manager to learn more about how you can participate.

## 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**

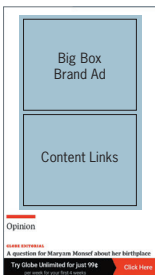
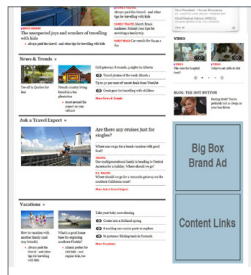
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

**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.

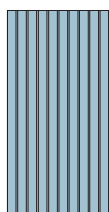
Branding next to content.

Content promotion via audience engagement units.

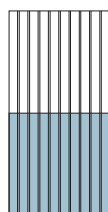


### NEWSPAPER

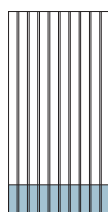
Rate card or contract rates apply. Additional size options available.



**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\*

- **264,000** print & digital readers became caregivers to a disabled person in the past year
- **2.4 million** readers attend pro-sports events live (index 120)
- **2.5 million** readers like activities that push their mental and physical limits (index 109)

Source: Vividata Q3 2016 A18+ National

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

[kryder@globeandmail.com](mailto:kryder@globeandmail.com)