



# Canadian University Report

High Impact Package Opportunity 2018

# Canadian University Report

The **Globe and Mail Canadian University Report (CUR)** being released in the Fall of 2017 will focus on the current state and future of Canada's students and universities; helping the nation's bright young graduates shape their post secondary lives for 2018.

In addition to the annual glossy printed magazine format, distributed within The Globe and Mail this year on **Wednesday, October 18<sup>th</sup>** – content will run digitally on its own CUR destination within [theglobeandmail.com](http://theglobeandmail.com).



# CUR Targeting: We connect you to prospective students & their influencers

**557,000 Canadians expect to graduate from High School in the next year.**

- 117,000 (21%) of them are readers of The Globe\* (index 105)
- 193,000 of their parents also read our Print and Digital platforms

**Educators are avid readers of The Globe and Mail.**

- Our share of Professors accessing our news & information is 4x greater for Weekday Print, and 2x greater for Digital content versus the overall population
- TA's and Research Assistants also have a higher propensity to read The Globe (index 146)



# CUR Enhanced Audience Opportunity:

In addition to targeting Grade 12 graduates, their parents and educators; we will digitally extend our content November 29<sup>th</sup> 2017 – March 30<sup>th</sup> 2018 to appeal to:

## A) Current Undergrads & Post-Grads who make up nearly 1/3 of our readers.

- 508,000 readers\* are University Graduates aged 20-34, who believe it's important to continue learning new things throughout their lives (index 150)

## B) International Students

- We also know there is a rise in International Student applications to Canadian Universities\*\*, and plan to address their needs within the additional content created.



# Canadian University Report: The Opportunities

## Basic Package:

- Print Insertion in CUR Magazine (Oct 18<sup>th</sup>) Non-Exclusive placement.
- Digital alignment within CUR site on [www.theglobeandmail.com](http://www.theglobeandmail.com) (Oct 18<sup>th</sup> x 6 weeks) Non-Exclusive.
- Promotion of Digital content through co-branded Audience Engagement Units across TGAM.com and select sites of Globe Alliance (Oct 18<sup>th</sup> x 6 weeks) Non-Exclusive / Cross Platform

Please note: all 3 components offered to be shared among advertisers involved.

## Enhanced Opportunity:

- DPS Print Insertion in CUR Magazine (Oct 18<sup>th</sup>) High Impact Double Page with Premium Positioning.
- Digital alignment within CUR site (Oct 18<sup>th</sup> x 6 weeks) Non-Exclusive.
- Exclusive Roadblock on additional article pages catering to EITHER Undergrads/Post Grads OR International students (Nov 29<sup>th</sup> 2017 – Mar 30<sup>th</sup> 2018)
- Co-branded Audience Engagement Units across TGAM.com and select sites of Globe Alliance (Oct 18<sup>th</sup> x 6 weeks) Non-Exclusive / Cross Platform (Nov 29<sup>th</sup> 2017 – Mar 30<sup>th</sup> 2018) Exclusive / Cross Platform

# Canadian University Report: Package Breakdown

Platform/Item Details	2017											2018									# wks/ # Ins	Proposed Impressions	Rate: Insertion / CPM	Total Net								
	OCT			NOV				DEC				JAN			FEB			MAR						Investment	Value							
	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26						5	12	19	26	\$	\$	
<b>STANDARD REPORT PACKAGE (PRINT &amp; DIGITAL)</b>																																
<b>Canadian University Report - Full Page*</b> National In-Print Magazine (Wed. October 18th, 2017)	FP																							1	1,200,000	\$ 12,500	\$ 12,500	\$ 13,600				
<b>Digital Content</b> - Non-exclusive roadblocked ad adjacencies to articles on TGAM.com CUR site (Oct 18th x 6 weeks)	728x90 / 300x250																							6	15,000	\$ 23	\$ 11,500	\$ 15,000				
<b>Digital Co-Branded Audience Engagement Units**</b> to run across TGAM.com, Mobile Web and select sites of Globe Alliance (Oct 18th x 6 weeks)	300x600																							6	485,000							
<b>Total Standard Package</b>																									1,700,000		<b>\$ 24,000</b>	<b>\$ 28,600</b>				
														<b>Savings:</b>		<b>16%</b>																

<b>ENHANCED HIGH IMPACT OPPORTUNITY PACKAGE (PRINT &amp; DIGITAL)</b>																																
<b>Canadian University Report - DPS*</b> National In-Print Magazine (Wed. October 18th, 2017)	DPS																						1	1,200,000	\$ 21,000	\$ 21,000	\$ 24,200					
<b>Digital Content</b> - Non-exclusive Roadblocked ad adjacencies to articles on TGAM.com CUR site (Oct 18th x 6 weeks)	728x90 / 300x250																							6	15,000	\$ 21	\$ 315	\$ 480				
<b>Digital Co-Branded Audience Engagement Units**</b> to run across TGAM.com, Mobile Web and select sites of Globe Alliance (Oct 18th x 24 weeks)	300x600																							6	485,000	\$ 21	\$ 10,185	\$ 14,550				
<b>Digital Content - Exclusive</b> roadblocked ad adjacencies to enhanced content articles on TGAM.com CUR site (Nov 29th x 18 weeks)																							18	84,000	\$ 25	\$ 2,100	\$ 2,690					
<b>Exclusive Digital Co-Branded Audience Engagement Units**</b> to run across TGAM.com, Mobile Web and select sites of Globe Alliance (Nov 29th x 18 weeks)																							18	1,000,000	\$ 21	\$ 21,000	\$ 30,000					
<b>Social Amplification</b> (Nov 29th x 18 weeks)																							18			\$ -	\$ 6,000					
<b>Total Enhanced Package</b>																								2,784,000		<b>\$ 54,600</b>	<b>\$ 77,920</b>					
														<b>Savings:</b>		<b>30%</b>																

\* Additional page options available. For DPS the opportunity for FP Brand Ad / FP Created Content is possible, and placements within the magazine are negotiable.

\*\* 300x600 Ad Unit includes 300x250 Brand Ad above 300x350 Content Scroller

# CUR Enhanced High Impact Package Summary:

Basic Package:  
Investment \$24,000  
Value \$28,600  
Savings = 16%

Enhanced High Impact Package:  
Investment \$54,600  
Value \$77,920  
Savings = 30%

**An additional investment of \$30.6K provides:**

**2x** the Print Impact (DPS vs. Full Page)

**4x** Campaign Length (6 weeks vs 24),

**8%** lower Digital CPM

**1.6x** Readers\* *(with target extension beyond Grade 12 students to engage Undergrad/Post-Grads & International Students)*

**2.7x** Media Value

**Thank You!**