

SEPTEMBER RESET

PUBLICATION DATES: Aug. 31 • **GET INVOLVED BY:** Aug. 10 • **MATERIAL DUE:** Aug. 17



Whether it's back-to-school for youngsters and teens, or adults planning for return-to-work or their own educational pursuits, Many Canadians "reset" personal priorities as the summer months start to fade. To help consumers prepare for the impending tasks and stresses that lie ahead, The Globe and Mail is offering a new special report called September Reset.

Scheduled to appear on August 31st and produced by The Globe and Mail's editorial team, September Reset will offer tips as well as highlighting products and services for restarting more regular lifestyle activities.

Topics we'll look at include retail shopping deals and destinations— both bricks and mortar and e-commerce, credit card and other back-to school rewards programs, part-time/distance learning opportunities for adults, what's new in technology, banking, lending and financial solutions, and much more.

September Reset is an outstanding opportunity to connect with consumers as they transition to the Fall season. Speak to your Globe and Mail Account Manager to learn more.

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**

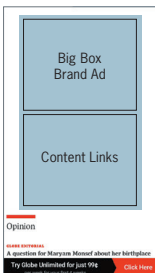
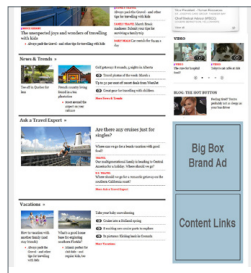
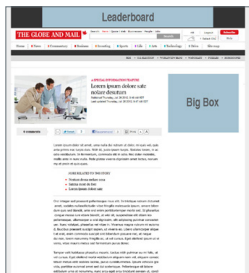
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

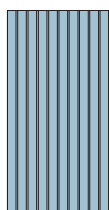
Branding next to content.

Content promotion via audience engagement units.

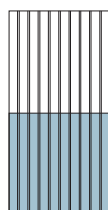


NEWSPAPER

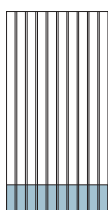
Rate card or contract rates apply. Additional size options available.



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

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*

- 3.7 million (63%) of The Globe print & digital readers are parents, with nearly 1.0 million having children aged 18-24 living at home (index 105).
- Our readers have significant purchasing power, spending:
 - \$131.4 billion on their most recent vehicles (index 106)
 - \$2.2 billion on home electronics in the past 2 years (index 124)
 - \$4.4 billion on clothing in the past year

Source: Vividata Q4 2016 A18+

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

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