



AUCTION DATES:

Thursday, October 12–
Tuesday October 17, 2017

GET INVOLVED BY:

Thursday, September 21, 2017

MATERIAL DUE:

Monday, September 25, 2017

REACH YOUR MARKET**



ONLINE...

3.8 MILLION

WEEKLY DIGITAL READERS (MULTI-PLATFORM)



IN PRINT...

1.2 MILLION

(AVERAGE WEEKDAY READERS)

1.9 MILLION

(SATURDAY READERS)



ONLINE AND PRINT



6.3 MILLION

(COMBINED WEEKLY READERS)

GLOBE AND MAIL AUCTION

The Globe and Mail Auction is an innovative way for marketers to turn their products and services into revenue-generating advertising credits.

Businesses that participated in Globe Auctions in 2016 moved hundreds of thousands of dollars in vacation getaways, cars, hotel stays, jewelry, theatre tickets, home décor merchandise, travel vouchers and much more.

The Globe and Mail Auction returns this October 2017 to help you monetize unsold products and services, and buy valuable ad space.

Benefits of Participation:

- Move offered inventory
- Preserve your cash flow
- Maximize advertising budget
- Generate store traffic
- Build your brand and promote your business online and in print

Here's how it works: you list your selected inventory on globeauction.ca. When it sells, we credit you the MSRP value in print or digital advertising space.

To learn more, speak to your Globe and Mail Account Manager today.

THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS:

Globe and Mail readers love to travel...

- **3.4 million** vacationed across Canada last year
- **2.9 million** vacationed internationally
- **25%** took the kids along

They have a wide range of interests....

- **1.7 million** enjoy gourmet cooking
- **2.0 million** participate in photography
- **2.4 million** attend live theatre
- **950,000** go to spas
- **1.3 million** golf
- **745,000** motorcycle
- **2.2 million** bicycle
- **1.5 million** regularly dine in fine restaurants

They're shoppers...

- **1.1 million** bought jewellery in the past year
- **250,000** purchased watches in the past year
- **1.2 million** intend to buy furniture and accessories in the next year
- **1.4 million** will be in market for a new vehicle in the next year

For additional information, please contact **ANDREA D'ANDRADE**, Manager Special Reports, New Product Development
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Source: Vividata Q4 2016 Study, National