



PUBLICATION DATE:

December 21, 2018

GET INVOLVED BY:

November 23, 2018

MATERIAL DUE:

November 30, 2018

CONTEXTUAL PLACEMENT:

LIFE & NEWS

RATES:

REPORT AND FEATURE RATES APPLY

BOXING WEEK

The Globe and Mail's Boxing Week feature will include half page stories on multiple categories of interest to Globe and Mail readers. Potential pillars could include travel, auto, apparel, electronics/cameras and more.

Advertiser will have the option to position their brand message adjacent to their choice of category topic.

Investment: Horizontal half page in newspaper
(400,000x) 300 x 250 ROS big box impressions in digital
\$7,000 (net) for full package

Please speak to your Globe and Mail advertising representative today for more information.

REACH YOUR TARGET*

 **ONLINE...**

2.1 MILLION

WEEKLY DIGITAL READERS

 **IN PRINT...**

516,000

AVERAGE WEEKDAY PRINT READERS

CONNECT WITH MORE CUSTOMERS

Globe Metro edition readers spend more:

16% more on women's apparel

24% more on men's apparel

3% more on toys and games

4% more on home electronics

Source:
Vividata Fall 2018 Total Readers Metro Edition

ACHIEVE POWERFUL 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: Omniture, Doubleclick

For additional information, please contact **KEITH RYDER**, Special Reports Associate
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All reports and features offer comprehensive packages to reach audiences through targeted content.

Click on the images for examples of our:

