

BIG DEALS



PUBLICATION DATES: Friday, March 8th, 2019

GET INVOLVED BY: Friday, February 8th, 2019

MATERIAL DUE: Friday, February 15th, 2019

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Big Deals is The Globe and Mail's annual report recognizing the top bankers and lawyers in M&A, as well as stock offerings, IPOs and financing. This special report captures the trends, personalities and stories behind the headlines, helping readers to understand how and why deals happen.

For additional information, contact

KEITH RYDER, Special Reports Associate kryder@globeandmail.com

REACH YOUR TARGET

ONLINE

Globeandmail.com

4.3 Million

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

IN PRINT

National Edition

848,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

OUR READERS ARE INVESTORS...

- 493,000 of our readers are senior managers or owners (index 172)

- 2.2 million have business purchase influence (index 133)

Source: Vividata Fall 2018 Study, A18+, National

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

NEWSPAPER AND DIGITAL

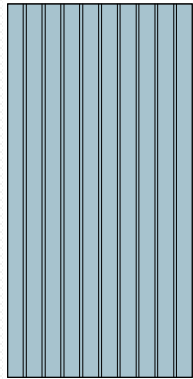
Editorial Reports



2019

ADVERTISING OPTIONS

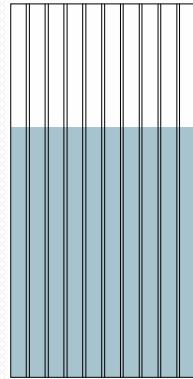
PRINT



FULL PAGE

National (gross)
\$32,674
Metro (gross)
\$25,599

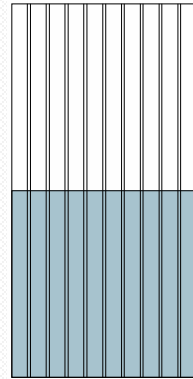
10 columns x 280 agates
8.97" x 20.0"



2/3 page

National (gross)
\$24,709
Metro (gross)
\$19,098

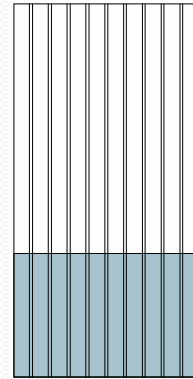
10 columns x 187 agates
8.97" x 13.36"



1/2 page

National (gross)
\$20,599
Metro (gross)
\$15,855

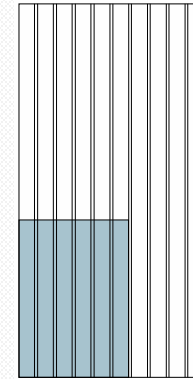
10 columns x 140 agates
8.97" x 10"



1/3 page

National (gross)
\$14,810
Metro (gross)
\$11,364

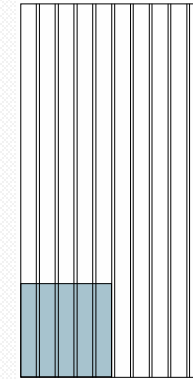
10 columns x 93 agates
8.97" x 6.64"



1/4 page

National (gross)
\$14,755
Metro (gross)
\$9,742

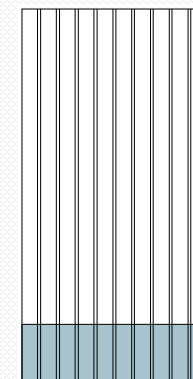
10 columns x 117 agates
5.30" x 8.36"



1/8 page

National (gross)
\$9,668
Metro (gross)
\$7,306

6 columns x 58 agates
5.30" x 4.14"



BANNER

National (gross)
\$10,726
Metro (gross)
\$8,141

10 columns x 47 agates
8.97" x 3.36"

DIGITAL

500,000 impressions

- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$11,500 (net)**

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.

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

