

**THE  
GLOBE  
AND  
MAIL**



**DIGITAL & NEWSPAPER EDITORIAL REPORT**

# SMALL BUSINESS WEEK

**PUBLICATION DATE:** Monday, October 15, 2018

**GET INVOLVED BY:** Monday, September 17, 2018

**MATERIAL DUE:** Monday, October 1, 2018

**CONTEXTUAL PLACEMENT:** News & Business

Entrepreneur-run organizations exude a strong sense of optimism about their business prospects. Positive thinking aside, they have many challenges to overcome, with many being unique to their business size.

In the Small Business Week report, we'll explore a variety of issues that relate to small businesses.

## 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**

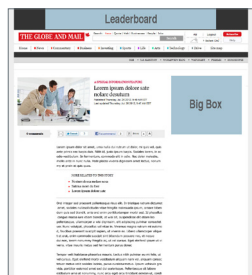
- > 15,000 next to special report content
  - > 485,000 co-branded audience engagement units
- }
- \$11,500**

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

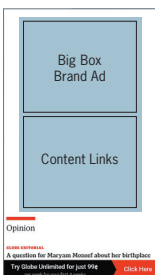
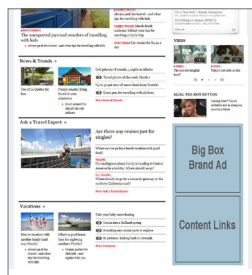
**Next-to-content impressions:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

**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.



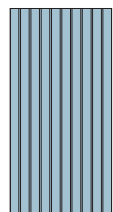
Click image to view



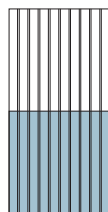
### NEWSPAPER

**Rate card or contract rates apply.**

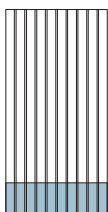
Additional size options available.



**FULL PAGE**  
10 col x 280 ag  
8.97" x 20.0"



**1/2 PAGE**  
10 col x 140 ag  
8.97" x 10.0"



**BANNER**  
10 col x 47 ag  
8.97" x 3.36"

Click image to view



## REACH YOUR MARKET



**17 MILLION**

MONTHLY UNIQUE VISITORS  
(GLOBE AND MAIL MULTI-PLATFORM, ALLIANCE)

**7 MILLION**

MONTHLY UNIQUE VISITORS  
(GLOBE AND MAIL MULTI-PLATFORM, ALLIANCE)

Source: comScore Q2 2017

## WITH POWERFUL INTERACTIVITY 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



**1,034,000**

(AVERAGE WEEKDAY PRINT READERS)

## THE GLOBE KNOWS SMALL BUSINESS:

- Globe readers are 5% more likely to be **employed at small business.**
- 34% more likely to be entrepreneurs that have started their **own small businesses.**
- They are 57% more likely to **have business decision influence.**

Source: Vividata Q3 2017 Readership Study National Total Readers

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