

THE BUSINESS AND BRANDING OF CANNABIS



PUBLICATION DATES: Friday, April 19, 2019

GET INVOLVED BY: Friday, March 22, 2019

MATERIAL DUE: Friday, March 29, 2019

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Cannabis was positioned as a potential gold rush for smaller producers and entrepreneurs, in addition to the big players dominating the markets in the months leading up to legalization. Which companies are dominating their respective niches, whether they be cultivators, processors or retailers? How are they branding and marketing their wares? Where are the best opportunities for new entrants?

REACH YOUR TARGET

IN PRINT

958,000

PRINT READERS EVERY WEEK DAY

ONLINE

4,188,000

DIGITAL READERS EVERY WEEK

(Globe and Mail multi-platform)

Source: comScore Q2 2017

OUR READERS WANT TO UNDERSTAND
NEW BUSINESS OPPORTUNITIES.

**1.3 MILLION WEEKLY
READERS**

ARE BUSINESS DECISION MAKERS.

93,000

ARE SENIOR MARKETING EXECUTIVES

(Index 152)

857,000

ARE ACTIVELY INVOLVED IN
CORPORATE POLICY.

(Index 157)

Source: Vividata Spring 2018 Readership Study National,
Total Readers

For additional information, contact

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NEWSPAPER AND DIGITAL

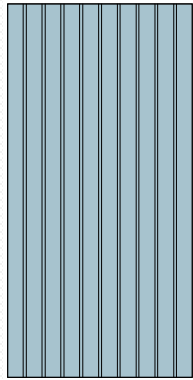
Editorial Reports



2019

ADVERTISING OPTIONS

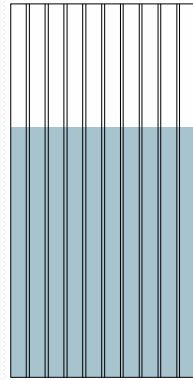
PRINT



FULL PAGE

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

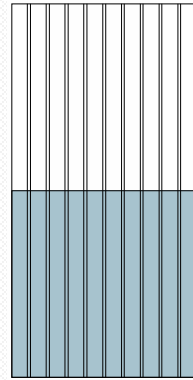
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8.97" x 20.0"



2/3 page

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

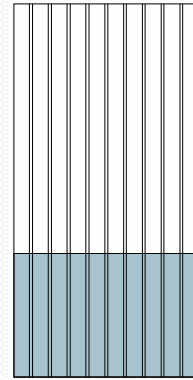
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1/2 page

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

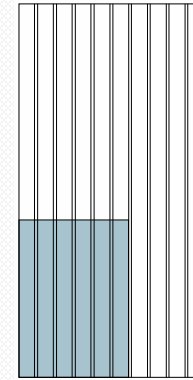
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1/3 page

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

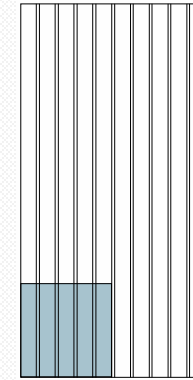
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1/4 page

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

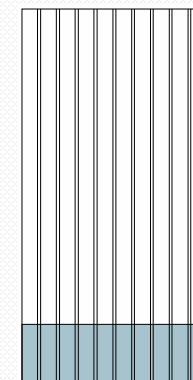
10 columns x 117 agates
5.30" x 8.36"



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.

