

# PRIVATE SCHOOLS MAKING THE DECISION



**PUBLICATION DATES:** Thursday, February 7

**GET INVOLVED BY:** Thursday, January 10

**MATERIAL DUE:** Thursday, January 17

**INVESTMENT:** SPONSOR CONTENT OR CONTRACT RATES APPLY

The open houses have been attended, the questions have been asked and the entrance exams have been completed. Now, with approval notifications reaching the parents of prospective students, caregivers are making the decision on which school their child will attend. To assist those still-undecided Moms and Dads, The Globe and Mail is pleased to offer Private Schools – Making the Decision.

In this special feature, readers will find guidelines on how to evaluate school attributes such as academic structure, curriculum, athletic programs, cost, teaching methods and more. Private Schools – Making the Decision is an outstanding environment to connect with parents in the concluding stages of private school selection. Speak with your Globe and Mail representative today to learn more and to reserve your space.

For additional information, contact

**ANDREA D'ANDRADE**, Senior Manager, Special Products

[adandrade@globeandmail.com](mailto:adandrade@globeandmail.com)

## REACH YOUR TARGET

ONLINE

Globeandmail.com

**4.3 Million**

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

PRINT

**848,000**

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL  
DELIVERS YOUR BEST AUDIENCE:

- Education is important to Globe readers – 71% have University or higher educations
- 2.6 million readers have children under 18
- They have the incomes to afford private school educations for their children, with average household incomes 16% higher than the average

Source: Vividata Fall 2018 Readership Study National A18+ Globe Weekly Print & Digital readers

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

## Special Reports and Sponsor Content Features – Advertising Rates (net)

### ADVERTISING OPTIONS

#### PRINT

##### YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/or client approved content. Additional investment applicable for client approved content.
- EDITORIAL REPORTS AND SPONSOR CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

#### DIGITAL

- IMPRESSIONS delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- EDITORIAL REPORT ARTICLES WILL APPEAR IN RELEVANT SECTION, SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

Editorial Reports and Sponsor Content Features are offered to advertisers in bundled print and online packages. Digital impressions can appear on desktop, tablet and mobile web. Speak to your Globe and Mail account representative to learn more.

For more information, please contact your  
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