

SMALL BUSINESS ADVISOR



PUBLICATION DATES: Thursdays – January 17, February 7, March 7, April 11, May 2, and June 13

GET INVOLVED BY: Thursdays – December 27, January 17, February 14, March 21, April 11, and May 23

MATERIAL DUE: Thursdays – January 3, January 24, February 21, March 28, April 18, and May 30

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Many successful Canadian business owners go it alone. Many more seek guidance and expertise to reach their business potential. To help, The Globe and Mail is proud to produce Small Business Advisor; a special report designed to help SMBs grow and prosper. It will be an ideal place to position your products and services to reach our affluent and engaged business audience when they're ready to buy. The Globe's small business executives spend billions on business purchases every year. To learn more and book your space, please speak with your Globe and Mail advertising sales representative today.

For additional information, contact

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REACH YOUR TARGET

ONLINE:

National Edition

4.3 MILLION

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

Globe Alliance

18.6 MILLION

MILLION MONTHLY UVs

Source: comScore Q2 2018 average, multi-platform

PRINT:

National Edition

848,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE:

- 1.6 million readers work in small businesses (Index 110)
- 1.1 million are personally involved in business decisions (Index 121)
- They influenced a combined \$17 billion in business purchases

Source: Vividata Fall 2018 National Readership Print+Digital Weekly

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

NEWSPAPER AND DIGITAL

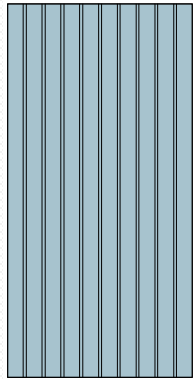
Editorial Special Reports



2019

ADVERTISING OPTIONS

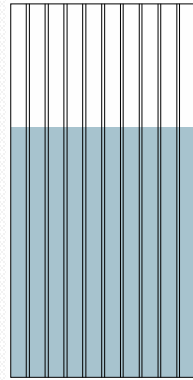
PRINT



FULL PAGE

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

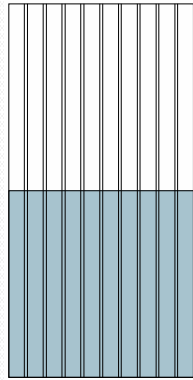
10 columns x 280 agates
8.97" x 20.0"



2/3 page

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

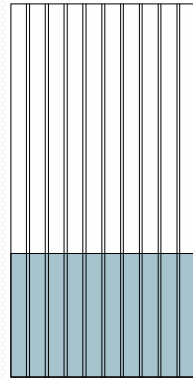
10 columns x 187 agates
8.97" x 13.36"



1/2 page

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

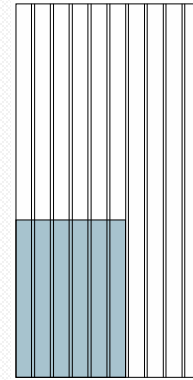
10 columns x 140 agates
8.97" x 10"



1/3 page

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

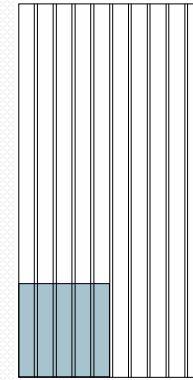
10 columns x 93 agates
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1/4 page

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

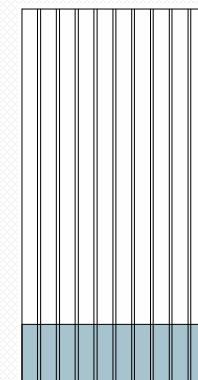
10 columns x 117 agates
5.30" x 8.36"



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.

