

# TORONTO AUTO SHOW 2019



**PUBLICATION DATE:** Saturday, February 16, 2019

**GET INVOLVED BY:** Friday, January 18, 2019

**MATERIAL DUE:** Friday, January 25, 2019

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

The Canadian International Auto Show is Canada's premier automotive exposition. In a special section on Saturday, February 16, offered on glossy stock, The Globe and Mail's award-winning team of automotive writers and photographers will be covering the main exhibitors and attractions. With automotive purchasers in mind, The Globe is planning segment-by-segment highlights including trends and vehicle snapshots of what attendees will see in the show.

## REACH YOUR TARGET

PRINT  
Metro Edition  
**927,000**

SATURDAY PRINT READERS

Source: Vividata Fall 2018 Metro Edition Total readers

### THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE:

- 550,000 Metro edition readers will be in the market for a new vehicle in the next year
- They are 60% more likely to rely on newspaper to inform their purchase planning
- They're considering a variety of manufacturers for their next purchase:
  - 38% North American
  - 27% Japanese
  - 8% Korean
  - 14% German
  - 13% are undecided

Source: Vividata Fall 2018 Metro Edition 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

For additional information, contact

**KEITH RYDER**, Special Reports Associate [kryder@globeandmail.com](mailto:kryder@globeandmail.com)

## Special Reports and Sponsor Content Features – Advertising Rates

### **TORONTO AUTO SHOW PRINT ADVERTISING OPTIONS**

#### 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

Contract or special rates apply, speak to your Globe and Mail Account Manager for more details.

For more information, please contact your  
Globe and Mail Account Manager