

FRANCHISES



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Many Canadians are entrepreneurial and owning and managing a franchise is of great interest to them.

Many prospective franchise buyers are not sure of where to start but know that acquiring a franchise can be an attractive alternative to starting an independent business.

The Globe and Mail will produce a digital only feature to run for one month January 22 -February 28. It will be an ideal environment for advertisers interested in connecting with potential franchisees. Speak with your Globe and Mail Account Manager to learn more about this opportunity.

For additional information, contact
KEITH RYDER, Special Reports Associate
kryder@globeandmail.com

ADVERTISING PROGRAM

300 X 600 AUDIENCE ENGAGEMENT
UNIT IMPRESSIONS FEATURING
ADVERTISER 300 X 250 BRANDING
ABOVE LINKS TO CONTENT

- ROS delivery, audience and contextual targeting available
- One-month delivery on all impressions, subject to availability and seasonal adjustments

NEXT-TO-CONTENT IMPRESSIONS:

- Delivered as roadblocked leaderboard and big box
- Non-guaranteed quantity
- Globe reserves the right to limit next-to-content availability

SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

RATE PACKAGES:

Option "A"

200,000 audience engagement
impressions @\$17 cpm
INVESTMENT: \$3,400

Option "B"

300,000 audience engagement
impressions @\$16 cpm
INVESTMENT: \$4,800

Option "C"

400,000 audience engagement
impressions @\$14 cpm
INVESTMENT: \$5,600

REACH YOUR TARGET

ONLINE

17 MILLION

MONTHLY UNIQUE VISITORS
(Globe and Mail multi-platform)
Source: comScore Q2 2017

7 MILLION

MONTHLY UNIQUE VISITORS
(Globe and Mail multi-platform)
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

THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE:

Reach 150,000 entrepreneurs
living in the GTA
(Index 115)

82,000 intend to start a new business
within the next 12 months
(Index 142)

30% are looking for opportunities to earn
subsequent income beyond their regular job
(Index 115)

240,000 business decision makers who are
motivated to pursue new challenges & change
(Index 152)

Source: Globe and Mail Digital Audience Weekly Cume (GTA only)