

NORTH AMERICAN TRADE



PUBLICATION DATES: Wednesdays - February 6, March 6, April 10, Tuesday, May 7, Wednesday, June 5

GET INVOLVED BY: Wednesdays - January 16, February 13, March 20, Tuesday, April 16, Wednesday, May 15

MATERIAL DUE: Wednesdays - January 23, February 20, March 27, Tuesday, April 23, Wednesday, May 22

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Canada, Mexico and The U.S. have entered into a preliminary trade agreement known as USMCA, to keep goods and services flowing through all three countries, with limited barriers to each other's markets. It is an important relationship, beneficial to all three partners. Canadian businesses must still adopt changes to be competitive and adhere to the new legislation. To help Globe and Mail readers navigate these modifications and keep abreast of the new rules and regulations, a series of special reports focusing on North American trade will be produced.

For additional information, contact

KEITH RYDER, Special Reports Associate kryder@globeandmail.com

REACH YOUR TARGET

ONLINE

Globeandmail.com

4.3 Million

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

Globe Alliance

18.6 Million

MONTHLY UVs

Source: comScore Q2 2018 average, multi-platform

PRINT

848,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL

DELIVERS YOUR BEST AUDIENCE:

- **Globe readers are business leaders**
- **493,000 are senior management or owners (Index 173)**
- **Our readers are 2.1 x more likely to be senior management in manufacturing and distribution sectors**

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

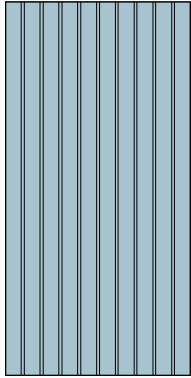
Editorial Special Reports



2019

ADVERTISING OPTIONS

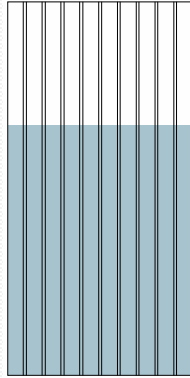
PRINT



FULL PAGE

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

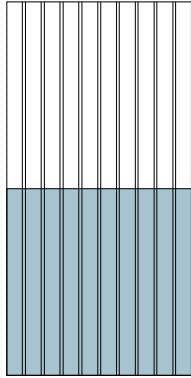
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2/3 page

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

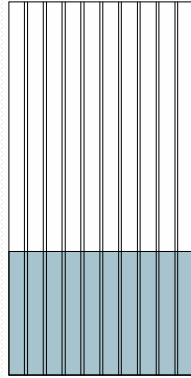
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1/2 page

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

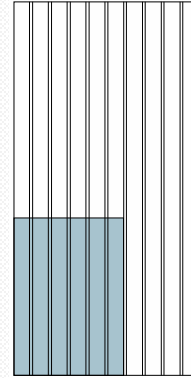
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1/3 page

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

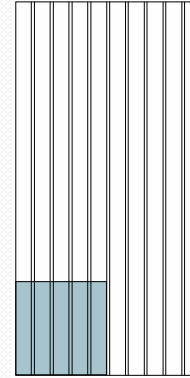
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1/4 page

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

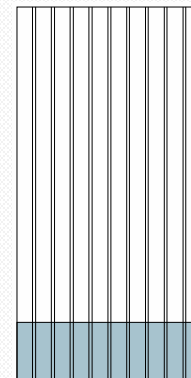
10 columns x 117 agates
5.30" x 8.36"



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.

