

TARIFFS AND THE CANADIAN ECONOMY



PUBLICATION DATES: Tuesday, March 26

GET INVOLVED BY: Tuesday, February 26

MATERIAL DUE: Tuesday, March 12

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

International trade agreements are being discussed around the world. One key negotiation tool employed by the American government in particular is placing tariffs on incoming raw materials and finished goods imported into the U.S. Many countries, including Canada, have retaliated by imposing their own tariffs on goods coming from The States, resulting in turmoil in both the Canadian and international stock markets. The Globe is producing this Special Report on Tariffs and the Canadian Economy, to help explain the effects of this disorder for Canadian families and businesses.

For additional information, contact

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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

IN PRINT

National Edition

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

ACHIEVE POWERFUL 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

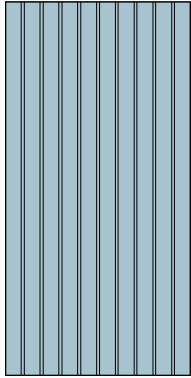
Editorial Reports



2019

ADVERTISING OPTIONS

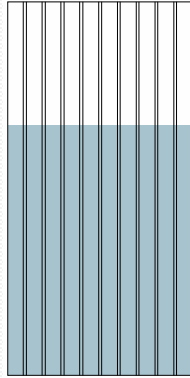
PRINT



FULL PAGE

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

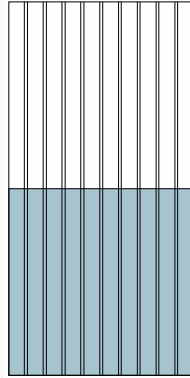
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8.97" x 20.0"



2/3 page

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

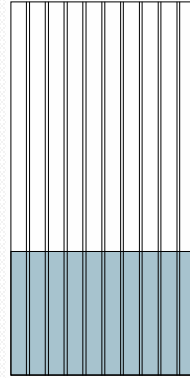
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1/2 page

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

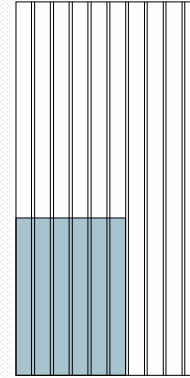
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1/3 page

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

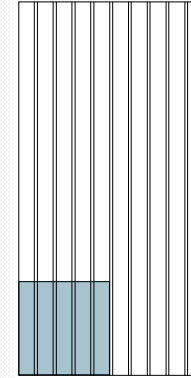
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1/4 page

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

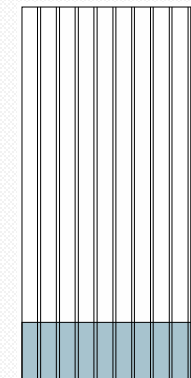
10 columns x 117 agates
5.30" x 8.36"



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.

