

PAGE 2 SIGNATURE ADVERTISING POSITION

A prized position in newspapers around the world. The Globe's inside front page of News represents a premium advertising opportunity for your luxury retail brand.

CONNECT WITH:

- › 1 million average weekday readers
- › 1.9 million average Saturday readers
- › 651,000 weekly reader have household incomes of \$150,000 or more

Our readers are shoppers and they spend more than the average Canadian on...

- › Jewellery, Home Décor
 - › Men's and Women's Apparel
- And, they like to shop for designer labels

Source: Vividata Q3 2017 Readership Study National

CREATIVE GUIDELINES:

The Globe has developed creative guidelines to ensure advertising reflects the positioning of The Globe brand and maintains our world-class reader experience.

Advertising on this page must now reflect the following new creative guidelines:

- › For clarity and visual impact, please use only one main visual in the ad
- › Text for the price point must be no larger than 18 points
- › The Globe reserves the right to exert creative control

ADVERTISING RATES:

NATIONAL (per insertion)	MONDAY - FRIDAY	SATURDAY
Top Left Position	\$3,000	\$3,500
Middle Left Position	\$2,750	\$3,000
Bottom Left Position	\$2,500	\$3,000
Bottom Centre Position	\$1,750	\$2,000
Bottom Right Position	\$1,750	\$2,000

Rates based on a 26 - 52 week commitment

TORONTO ONTARIO & MANITOBA
 TEL 416.585.5111 TOLL FREE 1.800.387.9012
 advertising@globeandmail.com

UNITED STATES, WORLDWIDE
 TEL 1.212.946.0219
 globeandmail@thenewbase.com

WESTERN CANADA BC, NWT, Nunavut, Alberta, Saskatchewan
 TEL 403.245.4987 or 403.774.8024 TOLL FREE 1.800.663.1311
 advertisingwesternca@globeandmail.com

EASTERN CANADA Ottawa Region, Quebec, Atlantic Canada
 TEL 514.982.3050 TOLL FREE 1.800.363.7526
 advertisingeasternca@globeandmail.com

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HUMBERTOWN JEWELLERS

Please visit our store at
 270 The Kingsway, Toronto
 E. info@humbertownjewellers.com P. 416.234.1600

humbertownjewellers.com

BEYOND BRILLIANT
 Designed in house by Angels of Lugaro's West Vancouver Studio
 Inspired by the architecture of the USC Astrobiology Museum

LUGARO
 PARK ROYAL SOUTH METROPOLE AT METROPOLE
 DOWNTOWN VICTORIA
 LUGARO.COM

INTRODUCING
THE WORLD OF DESIGN
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CARROCEL INTERIORS

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A2 | THE GLOBE AND MAIL | SATURDAY, MARCH 3, 2018

MOMENT IN TIME
 MARCH 3, 2005

THIERRY BOCCON-GIBOD/AP

STEVE FOSSETT FIRST TO FLY SOLO AROUND THE WORLD, NON-STOP, WITHOUT REFUELLING

Even as far as airplane food goes, a liquid diet of chocolate milkshakes might be cutting it short in the meal department. But given the space constraints imposed on Steve Fossett, a dozen of these drinks provided welcome and necessary sustenance. For 67 hours, 1 minute and 10 seconds, the American investment executive was crammed into a reclined position, all in order to become the first person to successfully fly solo around the world, non-stop, without refuelling. The plane took off from a former U.S. Air Force base in Salina, Kan., and traversed the northern part of Africa, Asia and then the Pacific Ocean.

Befitting the "flying fuel tank" nickname given it by its builders, the 38-metre-wingspan GlobalFlyer carried 18,100 pounds of fuel on takeoff, making up 82 per cent of its total mass. Nearly 2,600 pounds "simply disappeared" in the first three and a half hours of the flight, though, causing enough consternation that Fossett considered landing in Hawaii. But the seasoned adventurer was used to the long haul, having also circled the globe in a hot air balloon and a boat and, after 36,800 kilometres, landed the plane safely back at Salina, nearly three days after taking off.

PAUL ATTFIELD

COLUMNISTS

ELIZABETH RENZETTI OPINION
MEREDITH LILLY OPINION
JOHN IBBITSON OPINION

In many parts of the world, #MeToo hasn't been met with red carpets ■ B3
 In NAFTA negotiations, the worst outcome for Canada may not be a U.S. withdrawal ■ B4
 It's long past high time the Canadian government got serious about the East ■ A4

EXCITING NEW SPRING ARRIVALS

GERRY WEBER

ELIZABETH SCHINDLER 1987 LESLIE ST, TORONTO (416) 789-1919 SOUTH OF THE 401, IN THE KEG PLAZA
 GERRY WEBER 1177 YONGE ST, TORONTO (647) 258-7727
 GERRY WEBER 442 BRANT ST, BURLINGTON (905) 681-0197
 ELIZABETHSCHINDLER.COM

ELIZABETH INTERIORS

ard OUTDOOR

AVAILABLE NOW!
 3225 Fairview Street, Burlington, ON
 (905) 333-6670

lizi@home
 2269 Fairview St Burlington, ON (905) 631-6000

Follow Us! @theLizi
 97 Joseph St Port Carling, ON (705) 765-3434

AD DIMENSIONS: 3 1/3 column x 92 agates • 73.66 mm x 167 mm • 2.9" x 6.58"