

BOXING WEEK 2019



PUBLICATION DATE: Tuesday, December 24th, 2019

GET INVOLVED BY: Tuesday, November 26th, 2019

MATERIAL DUE: Tuesday, December 3rd, 2019

INVESTMENT: SPECIAL RATES APPLY

Boxing Week is about shopping, spending time with friends and family - and relaxing between festivities. With the spotlight on some of the best the week has to offer, The Globe and Mail's Boxing Week feature helps readers make the most of it all. It's a great environment for retailers, restaurants, spas, travel providers and others to be seen by affluent and interested readers. Don't miss out on this outstanding promotional opportunity.

In Print

Full Page - \$6,000

Half Page - \$3,000

- Limited space available -

Online

Guaranteed "performance" packages are available,
Details and rates are on the accompanying page

REACH YOUR TARGET

ONLINE

Metro

2.1 MILLION

WEEKLY DIGITAL READERS

Source: Vividata Spring 2019 Metro Edition Total readers

PRINT

Metro Edition

506,000

WEEKDAY PRINT READERS

877,000

SATURDAY PRINT READERS

Source: Vividata Spring 2019 Metro Edition Total readers

CONNECT WITH MORE PROSPECTS...

- Globe readers are 48% more likely to earn a household income of \$200k+
- They are influencers, often buying new products before most of their friends (i118)
- Their peers rely on them for advice before making a new purchase (i119)
- They are more likely to have spent \$2,500+ on home electronics and entertainment products in the past 2 years (i128)
- They expect to spend over \$5,000 on their next vacation trip outside of Canada (i119)

Source: Vividata Spring 2019 Metro Edition Total readers

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

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Globe and Mail Performance Opportunities

Increase and expand awareness of your offerings during peak selling seasons by driving Globe and Mail readers to your location and website.

The Globe and Mail will work with you to build out a highly efficient Cost-per-Click (CPC) campaign that will guarantee clicks on your digital assets by finding users who have the means and desire to buy.

In conjunction with your special report/sponsor content feature commitment, take advantage of turnkey Search-Engine-Marketing (SEM) to secure users when they are ready to make their purchase.



PERFORMANCE PACKAGES

TARGETING

National or regional:
Globe and Mail, Globe Alliance, Hearst, and
Globe Audience

DELIVERY OPTIONS

- A) Fixed delivery over set time frame
(e.g. 4-6 weeks)
- B) Instant campaign set to run as quickly as
possible to drive action

INVESTMENT OPTIONS (National)

- A) 2,500 clicks
\$4.00 CPC
4,500,000 estimated impressions
- \$10,000 -
- B) 800 clicks
\$4.00 CPC
1,500,000 estimated impressions
- \$3,200 -

OUTPERFORM THE COMPETITION!