

PRIVATE SCHOOLS



PUBLICATION DATES: Friday, September 27, 2019 & Thursday, May 7, 2020

GET INVOLVED BY: Friday, September 6, 2019 & Thursday, April 16, 2020

MATERIAL DUE: Thursday, September 12, 2019 & Thursday April 23, 2020

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Choosing a school, especially with the costs involved in private education, is a major undertaking. The Globe and Mail's Private Schools reports provide parents with timely, accurate and thought-provoking information to help them find the right fit for their children.

PROPOSED EDITORIAL LINEUP:

- School options for special needs children and teens
- The academic advantage of private schools, including International Baccalaureate and Advanced Placement programs
- Small class size models – how they can work for your child or teen
- Alternative teaching models, including Montessori and Waldorf
- Paying for it: the tuition, the add-ons, and how to secure financial aid
- Boarding schools – Why consider it for your child

For additional information, contact

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REACH YOUR TARGET

ONLINE: National Edition

4.6 MILLION

WEEKLY DIGITAL READERS

PRINT: National Edition

899,000

WEEKDAY PRINT READERS

Source: Vividata Spring 2019, National

THE GLOBE AND MAIL DELIVERS
YOUR BEST AUDIENCE:

- Education is important to Globe readers – 70% have University or higher educations (i120)
- Readers are 45% more likely to have children under 18 and a HHI of \$150,000+

Source: Vividata Spring 2019, National,
Globe Weekly Print & Digital 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

Special Reports and Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

PRINT

YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/or client approved content. Additional investment applicable for client approved content.
- EDITORIAL REPORTS AND SPONSOR CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

DIGITAL

- IMPRESSIONS delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- EDITORIAL REPORT ARTICLES WILL APPEAR IN RELEVANT SECTION, SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

Editorial Reports and Sponsor Content Features are offered to advertisers in bundled print and online packages. Digital impressions can appear on desktop, tablet and mobile web. Speak to your Globe and Mail account representative to learn more.

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