

# THE ARTS



**PUBLICATION DATES:** Friday, April 12 & October 4, 2019  
**GET INVOLVED BY:** Friday, March 15 & September 6, 2019  
**MATERIAL DUE:** Friday, March 22 & September 13, 2019

**INVESTMENT:** SPONSOR CONTENT OR CONTRACT RATES APPLY

Ontario is alive with the arts, from live theatre, concerts and festivals to readings, art galleries and museums. The challenge lies in connecting your event with our arts-loving audience. In 2019, The Globe and Mail will publish The Arts twice, invaluable planning and purchasing tools to connect with The Globe's interested and educated readership.

Simply reserve your space by deadline to have your event, attraction or facility mentioned within The Arts content.

For additional information, contact  
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## REACH YOUR TARGET

ONLINE  
Metro

**2.1 MILLION**

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 Metro Edition Total readers

PRINT  
Metro Edition

**516,000**

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 Metro Edition Total readers

### CONNECT WITH MORE PROSPECTS:

- 1 million readers are particularly interested in the arts (i106)
- 626,000 readers attend art galleries and are 36% more likely to visit 3x or more, annually
- 1 in 4 readers visit a museum once or more each year (i115)
- Our readers attend a variety of performing arts events including; live theatre (i108), ballet (i115), live concerts (i109) and the opera (i127) each year

Source: Vividata Fall 2018, Globe and Mail Print/Digital Weekly cume, Ontario

### 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

## Sponsor Content Features – Advertising Rates (net)

### ADVERTISING OPTIONS

Sponsor Content Features are available across print and digital as bundled media packages.

#### PRINT

##### YOUR CHOICE OF AD SIZE

- Participating advertisers can be featured with quotes and/or images within content space
- **Sponsor content feature will appear with committed advertising in either separate or relevant newspaper section**

#### DIGITAL

##### 300,000 IMPRESSIONS

- **Delivered as:**
  - Contextually placed 300 x 600 audience engagement units
  - Advertiser branding (300 x 250) featured above links to articles
- Advertiser branding as 250x300 big box + 728x90 leaderboard to appear in roadblock next to articles, non guaranteed impressions
- Sponsor content articles will run in partner section

	NATIONAL	METRO
FULL PAGE	\$22,600	\$17,800
TWO-THIRDS (2/3) PAGE	\$16,062	\$13,189
HALF (1/2) PAGE	\$12,800	\$10,644
THIRD (1/3) PAGE	\$9,531	\$8,094
QUARTER (1/4) PAGE	\$7,900	\$6,822
BANNER	\$6,290	\$4,666***
EIGHTH (1/8) PAGE	\$5,083	\$3,724***

\*\*\*Include no Digital Impressions.

RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB, WHERE APPLICABLE.

- IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS.
- ONE MONTH DELIVERY.
- CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY
- DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your  
Globe and Mail Sales Representative