

TRAVEL AND CREDIT CARD REWARDS



PUBLICATION DATES: Wednesdays - January 16, February 06, March 20, April 24, May 15, July 10, August 21, October 23, December 18

GET INVOLVED BY: Wednesdays - December 19, January 09, February 07, March 27, April 17, June 12, July 24, September 25, November 20

MATERIAL DUE: Thursday, December 20, Wednesdays - January 16, February 20, April 3, April 24, June 19, July 31, October 2, November 27

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Globe and Mail readers are savvy consumers who love to collect points on their credit cards, and will go the extra mile to maximize the rewards. In addition, Globe readers tend to spend more on their credit cards than the average Canadian. To help them find the cards that best fit their needs, and to highlight some of the rewards, The Globe and Mail will publish Travel and Credit Card Rewards sponsor content features throughout 2019.

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

PRINT
National Edition

848,000

WEEKDAY PRINT READERS

**THE GLOBE AND MAIL
DELIVERS YOUR BEST AUDIENCE:**

- Globe readers spend an average \$1,620 every month on their credit cards – 13% more than average
 - 4.8 million are members of rewards programs
 - 2.9 million have used credit card rewards in the past year
- Source: Vividata Fall 2018 National Readership
Print+Digital Weekly:

**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 (gross)

ADVERTISING OPTIONS

Special Reports and Sponsor Content Features are offered as bundled advertising packages across print and digital media.

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.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.
- EDITORIAL 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

	NATIONAL
FULL PAGE	\$39,747
TWO-THIRDS (2/3) PAGE	\$31,509
HALF (1/2) PAGE	\$27,399
THIRD (1/3) PAGE	\$21,610
QUARTER (1/4) PAGE	\$19,555
BANNER	\$17,526
EIGHTH (1/8) PAGE	\$16,468

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS DELIVERED AS 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