

BLACK FRIDAY & CYBER MONDAY



PUBLICATION DATE: Friday, November 29, 2019

GET INVOLVED BY: Friday, November 1, 2019

MATERIAL DUE: Friday, November 8, 2019

INVESTMENT: SPECIAL RATES APPLY

The Globe and Mail's Black Friday and Cyber Monday feature will include half-page stories on multiple categories of interest to Globe and Mail readers. Potential pillars could include travel, auto, apparel, electronics/cameras and more. Advertisers will have the option to position their brand message adjacent to their choice of category topic as well as opportunity to maximize exposure through their own digital "performance" campaign.

- Print advertising space is limited to the following:
 - 4 full pages - \$6,000 per page
 - 4 half pages - \$3,000 per page
- Digital Performance packages and rates are on the accompanying page.

Don't miss out on this outstanding opportunity to drive traffic to your physical and online store!

For additional information, contact

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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

Source: Vividata Spring 2019 Metro Edition Total readers

CONNECT WITH MORE PROSPECTS...

- Globe readers are affluent consumers, they are 48% more likely to be earning a high household income of \$200k+
- They are influencers, often buying new products before most of their friends (i118) and their peers rely on them for advice before making a new purchase (i119)
- They spend more on home electronics and entertainment products with more likelihood to have spent \$2,500+ in the past 2 years (i128)
- They are affluent travelers who are expected 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

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!