

Growing Globally



PUBLICATION DATES: September 19 and October 22

GET INVOLVED BY: August 29 and October 1

MATERIAL DUE: September 5 and October 8

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Canada has entered into a preliminary trade agreements with major trading partners and is negotiating with many others around the globe to keep goods and services flowing by limiting barriers and opening new opportunities for Canadian companies to grow their business internationally.

Canadian businesses must still adopt to any changes that occur to be competitive and adhere to any new legislation that they must adapt too. To help Globe and Mail readers navigate these modifications and keep abreast of the new rules and regulations, a series of special reports focusing on global trade will be produced in ROB in 2019.

For additional information, contact

KEITH RYDER, Special Reports Associate kryder@globeandmail.com

REACH YOUR TARGET

ONLINE

Globeandmail.com

4.3 Million

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

Globe Alliance

18.6 Million

MONTHLY UVs

Source: comScore Q2 2018 average, multi-platform

PRINT

848,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL

DELIVERS YOUR BEST AUDIENCE:

- **Globe readers are business leaders**
- **493,000 are senior management or owners (Index 173)**
- **Our readers are 2.1 x more likely to be senior management in manufacturing and distribution sectors**

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

NEWSPAPER AND DIGITAL

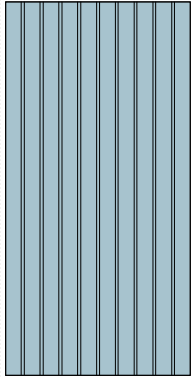
Editorial Special Reports



2019

ADVERTISING OPTIONS

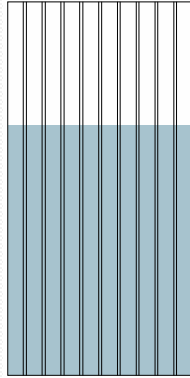
PRINT



FULL PAGE

National (gross)
\$32,674
Metro (gross)
\$25,599

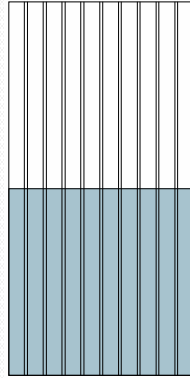
10 columns x 280 agates
8.97" x 20.0"



2/3 page

National (gross)
\$24,709
Metro (gross)
\$19,098

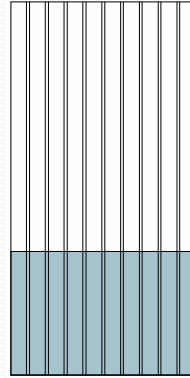
10 columns x 187 agates
8.97" x 13.36"



1/2 page

National (gross)
\$20,599
Metro (gross)
\$15,855

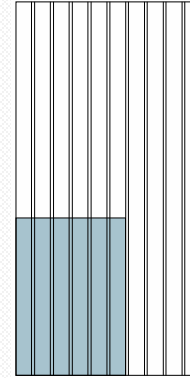
10 columns x 140 agates
8.97" x 10"



1/3 page

National (gross)
\$14,810
Metro (gross)
\$11,364

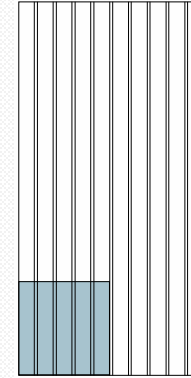
10 columns x 93 agates
8.97" x 6.64"



1/4 page

National (gross)
\$14,755
Metro (gross)
\$9,742

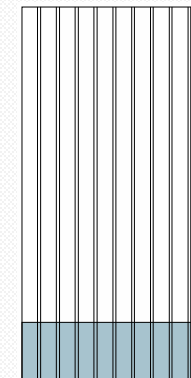
10 columns x 117 agates
5.30" x 8.36"



1/8 page

National (gross)
\$9,668
Metro (gross)
\$7,306

6 columns x 58 agates
5.30" x 4.14"



BANNER

National (gross)
\$10,726
Metro (gross)
\$8,141

10 columns x 47 agates
8.97" x 3.36"

DIGITAL

500,000 impressions

- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$11,500 (net)**

NEXT-TO-CONTENT IMPRESSIONS: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

CO-BRANDED IMPRESSIONS: 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

