

# NORTH AMERICAN TRADE



**PUBLICATION DATES:** September 18, October 16, November 13 and December 11

**GET INVOLVED BY:** August 28, September 25, October 23, November 20

**MATERIAL DUE:** September 4, October 2, October 30 and November 27.

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

Canada, Mexico and The U.S. have entered into a preliminary trade agreement known as USMCA, to keep goods and services flowing through all three countries, with limited barriers to each other's markets. It is an important relationship, beneficial to all three partners. Canadian businesses must still adopt changes to be competitive and adhere to the new legislation. 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 North American trade will be produced.

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

**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

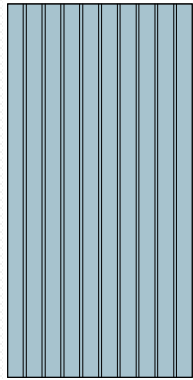
## Editorial Special Reports



2019

### ADVERTISING OPTIONS

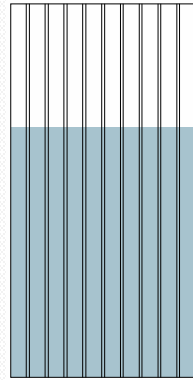
PRINT



**FULL PAGE**

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

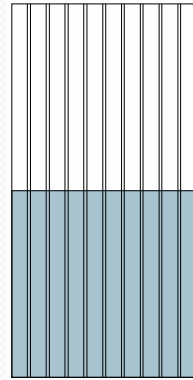
10 columns x 280 agates  
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**2/3 page**

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

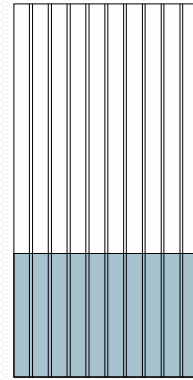
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**1/2 page**

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

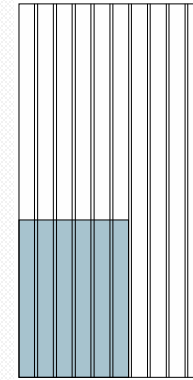
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**1/3 page**

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

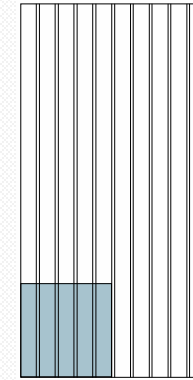
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**1/4 page**

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

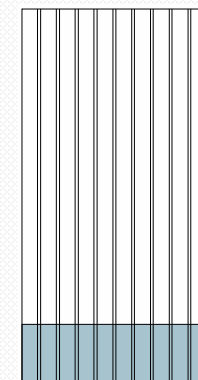
10 columns x 117 agates  
5.30" x 8.36"



**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.

