

# SMALL BUSINESS ADVISOR



**PUBLICATION DATES:** Monday, October 21st, 2019

**GET INVOLVED BY:** September 23rd, 2019

**MATERIAL DUE:** September 30th, 2019

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

Many successful Canadian business owners go it alone. Many more seek guidance and expertise to reach their business potential. To help, at the start of Small Business Week in Canada, The Globe and Mail is proud to produce Small Business Advisor; a special report designed to help SMBs grow and prosper. It will be an ideal place to position your products and services to reach our affluent and engaged business audience when they're ready to buy. The Globe's small business executives spend billions on business purchases every year. To learn more and book your space, please speak with your Globe and Mail advertising sales representative today.

For additional information, contact

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## REACH YOUR TARGET

ONLINE:

National Edition

**4.3 MILLION**

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

Globe Alliance

**18.6 MILLION**

MILLION MONTHLY UVs

Source: comScore Q2 2018 average, multi-platform

PRINT:

National Edition

**848,000**

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

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

- 1.6 million readers work in small businesses (Index 110)
- 1.1 million are personally involved in business decisions (Index 121)
- They influenced a combined \$17 billion in business purchases

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

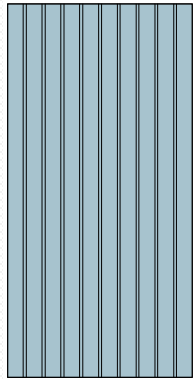
## Editorial Special Reports



2019

### ADVERTISING OPTIONS

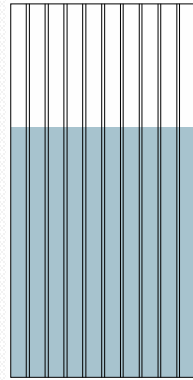
PRINT



**FULL PAGE**

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

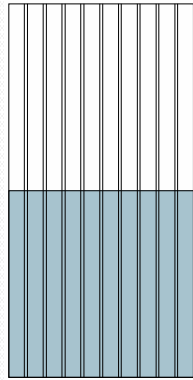
10 columns x 280 agates  
8.97" x 20.0"



**2/3 page**

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

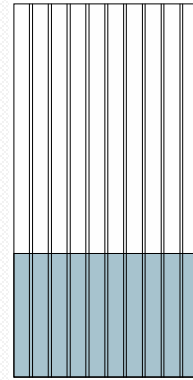
10 columns x 187 agates  
8.97" x 13.36"



**1/2 page**

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

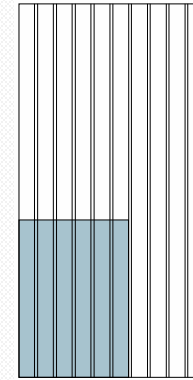
10 columns x 140 agates  
8.97" x 10"



**1/3 page**

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

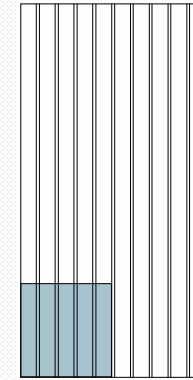
10 columns x 93 agates  
8.97" x 6.64"



**1/4 page**

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

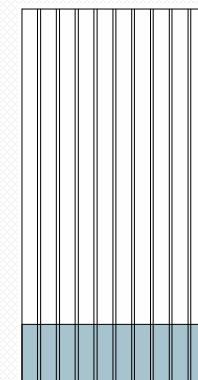
10 columns x 117 agates  
5.30" x 8.36"



**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.

