

# LAST MINUTE GIFT GUIDE



**PUBLICATION DATES:** Saturday, December 21

**GET INVOLVED BY:** Thursday, November 21

**MATERIAL DUE:** Thursday, November 28

**INVESTMENT:** SPONSOR CONTENT OR CONTRACT RATES APPLY

Globe and Mail readers have the means and desire to spend generously on their seasonal gift purchases. Each year they purchase billions of dollars on consumer goods such as watches, jewelry, accessories, clothing, home fashions, vacations and sporting goods.

To provide retailers and other marketers with an environment to connect with these key shopping customers, The Globe and Mail will produce a nationally distributed Last Minute Gift Guide on the Saturday before Christmas.

For more information and to reserve your space, please speak with your Globe and Mail advertising representative today.

For additional information, contact

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## REACH YOUR TARGET

ONLINE:

[globeandmail.com](http://globeandmail.com)

**4.6 MILLION**

WEEKLY DIGITAL READERS  
Source: Vividata Spring 2019 National

Globe Alliance

**20.2 MILLION**

MONTHLY UVs  
Source: comScore Q2 2019 average, multi-platform

PRINT

National Edition

**1,602,000**

SATURDAY PRINT READERS  
Source: Vividata Spring 2019 National Total readers

## THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE:

- Globe and Mail readers are 44% more likely to be earning a high household income of \$150k+. They are influencers, often buying new products before most of their friends (i124)
- their peers rely on them for advice before making a new purchase (i122)
- Further extend your reach to affluent Canadians with the Globe Alliance. Connect with 60% or 2.5 Million Canadians with HHI of \$150,000+ with The Globe Alliance.

Source: Vividata Spring 2019, weekly come.  
comScore Plan Metrix June 2019, Globe Alliance

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

## Sponsor Content Features – Advertising Rates (net)

### ADVERTISING OPTIONS

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.
- 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.
- SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

	NATIONAL
FULL PAGE + DIGITAL	\$22,600
TWO-THIRDS (2/3) PAGE + DIGITAL	\$16,062
HALF (1/2) PAGE + DIGITAL	\$12,800
THIRD (1/3) PAGE + DIGITAL	\$9,531
QUARTER (1/4) PAGE + DIGITAL	\$7,900
BANNER	\$6,290***
EIGHTH (1/8) PAGE	\$5,083***

\*\*\*Includes no digital impressions.

RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB, WHERE APPLICABLE.

- IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED 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

# 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!**