

NATIONAL BLACK FRIDAY SHOPPING GUIDE



PUBLICATION DATES: Friday, November 29, 2019

GET INVOLVED BY: Friday, November 1, 2019

MATERIAL DUE: Friday, November 8, 2019

INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

The Globe and Mail's National Black Friday Shopping Guide is designed to connect advertisers with shoppers. Publishing on Friday, November 29, the content will include engaging and entertaining stories on numerous areas of retail interest. Travel, auto, apparel, electronics/cameras, linens, home furnishings and more could be covered. 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

Globeandmail.com

4.6 Million

WEEKLY DIGITAL READERS

Source: Vividata Spring 2019 National

National Edition

899,000

WEEKDAY PRINT READERS

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

- Connect with affluent Canadians. 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) and are more likely to participate in Black Friday shopping events (i113).
- 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. They are more likely to participate in Black Friday shopping events (i123).

Source: Vividata Spring 2019, weekly.cume.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	METRO
FULL PAGE	\$22,600	\$17,800
TWO-THIRDS (2/3) PAGE	\$16,062	\$13,189
HALF (1/2) PAGE	\$12,800	\$10,644
THIRD (1/3) PAGE	\$9,531	\$8,094
QUARTER (1/4) PAGE	\$7,900	\$6,822
BANNER	\$6,290	\$4,666***
EIGHTH (1/8) PAGE	\$5,083	\$3,724***

***Include 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!