

BUSINESS TRAVEL



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GET INVOLVED BY: Tuesday, May 5, 2020

MATERIAL DUE: Tuesday, May 26, 2020

INVESTMENT: INTEGRATED CONTENT OR CONTRACT RATES APPLY

For many professionals, travel is a vital requirement to connect with business customers, partners and colleagues. While it can be stressful and expensive, there are ways to turn it into a more productive, financially manageable and healthy experience. This business travel feature will show readers how to get the most out of business travel with the latest information on marketplace trends, news and expert advice.

For additional information, contact

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INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

REACH YOUR TARGET

PRINT

Report on Business magazine

1,034,000

PRINT READERS PER ISSUE

1,817,000

PRINT AND DIGITAL READERS PER ISSUE

Source: Vividata Spring 2019, National Total

ONLINE

The Globe and Mail

4,600,000

WEEKLY DIGITAL READERS

Source: Vividata Spring, 2019 National Total

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

Integrated Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Integrated 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 sponsor content.
- Additional investment applicable for client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.

DIGITAL

- IMPRESSIONS delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- These impressions will appear ROS across the Globe and Mail site
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- INTEGRATED AND SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

	NATIONAL
FULL PAGE + DIGITAL	\$28,000
DPS + DIGITAL	\$46,500
½ PAGE + DIGITAL	\$19,000
½ PAGE DPS + DIGITAL	\$28,000

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS ACROSS GLOBEANDMAIL.COM. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS

RATES ARE NET, AGENCY FEES ARE ADDITIONAL

For more information, please contact your
Globe and Mail Account Manager