

Growing Globally



INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Canada has already entered into preliminary trade agreements with major trading partners. We are additionally negotiating around the globe to keep goods and services flowing by limiting barriers and opening new opportunities for Canadian companies to grow their businesses internationally.

To be competitive, organizations must adapt to any changes that occur and adhere to any new legislation. To help these businesses navigate these modifications and keep abreast of the new rules and regulations, a series of special reports focusing on global trade will be produced in ROB in 2020.

For additional information, contact
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**GLOBE AND MAIL
EDITORIAL REPORTS**
ARE TURNKEY CONTENT ADJACENCY
SOLUTIONS THAT PROVIDE STRONG
CONNECTION BETWEEN ADVERTISER
AND READER

REACH YOUR TARGET

**ONLINE: National
Globeandmail.com
4.6 MILLION**

WEEKLY DIGITAL READERS
Source: Vividata Fall 2019 National Total

**Globe Alliance
20.2 MILLION**

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

**PRINT: National Edition
899,000**

WEEKDAY PRINT READERS
1,666,000

SATURDAY PRINT READERS
Source: Vividata Spring 2019 National Total readers

ACHIEVE POWERFUL 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

Issue Date

October 26 2020

November 23 2020

December 21 2020

Ad Close

October 5 2020

November 2 2020

November 30 2020

Material Deadline

October 12 2020

November 9 2020

December 7 2020

NEWSPAPER AND DIGITAL

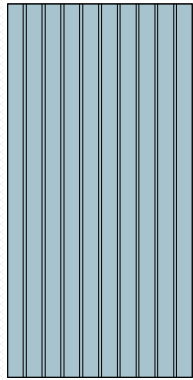
Editorial Special Reports



2020

ADVERTISING OPTIONS

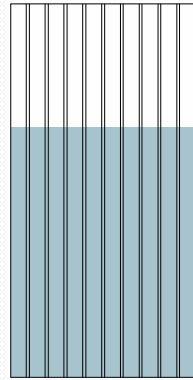
PRINT



FULL PAGE

National (net)
\$27,900
Metro (net)
\$21,800

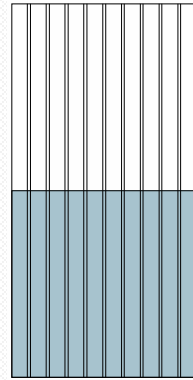
10 columns x 280 agates
8.97" x 20.0"



2/3 page

National (net)
\$21,000
Metro (net)
\$16,300

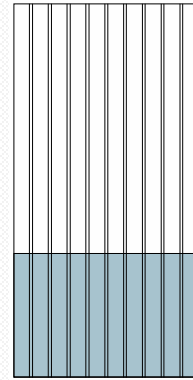
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1/2 page

National (net)
\$17,500
Metro (net)
\$13,500

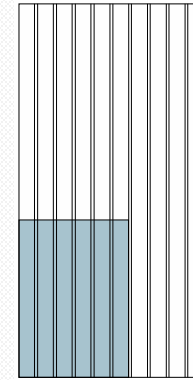
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1/3 page

National (net)
\$12,600
Metro (net)
\$9,700

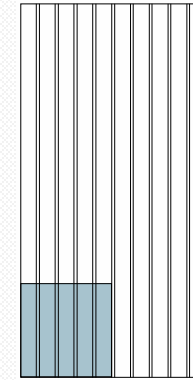
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1/4 page

National (net)
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Metro (net)
\$8,300

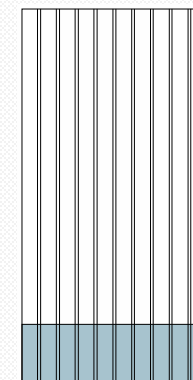
10 columns x 117 agates
5.30" x 8.36"



1/8 page

National (net)
\$8,300
Metro (net)
\$6,200

6 columns x 58 agates
5.30" x 4.14"



BANNER

National (net)
\$9,100
Metro (net)
\$6,900

10 columns x 47 agates
8.97" x 3.36"

DIGITAL

500,000 impressions

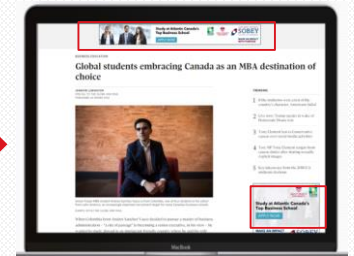
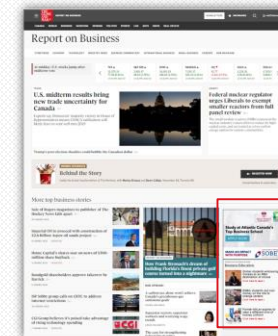
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$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.



AUDIENCE ENGAGEMENT UNITS

ARTICLES WITH ADJACENT ADS

Note: All rates are net, agency fees are additional