

# Growing Globally



## Issue Date

January 27 2020  
February 24 2020  
March 23 2020  
April 13 2020  
May 25 2020  
June 29 2020  
July 27 2020  
August 24 2020  
September 28 2020  
October 26 2020  
November 23 2020  
December 21 2020

## Ad Close

January 6 2020  
February 3 2020  
March 2 2020  
March 23 2020  
May 4 2020  
June 8 2020  
July 6 2020  
August 3 2020  
September 7 2020  
October 5 2020  
November 2 2020  
November 30 2020

## Material Deadline

January 13 2020  
February 10 2020  
March 9 2020  
March 30 2020  
May 11 2020  
June 15 2020  
July 13 2020  
August 10 2020  
September 14 2020  
October 12 2020  
November 9 2020  
December 7 2020

Note: all above are Monday dates

## 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

# NEWSPAPER AND DIGITAL

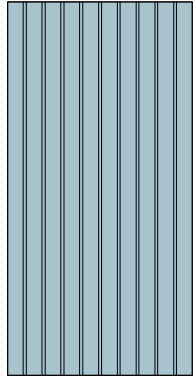
## Editorial Special Reports



2020

### ADVERTISING OPTIONS

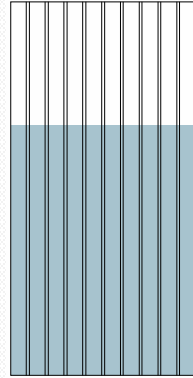
PRINT



**FULL PAGE**

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

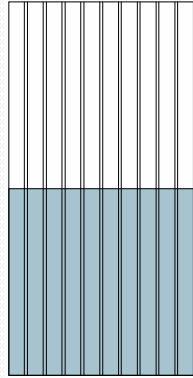
10 columns x 280 agates  
8.97" x 20.0"



**2/3 page**

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

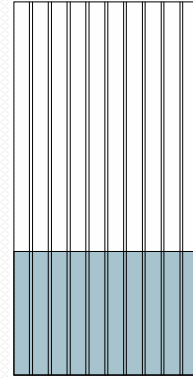
10 columns x 187 agates  
8.97" x 13.36"



**1/2 page**

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

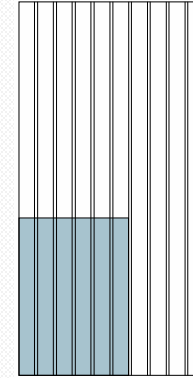
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**1/3 page**

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

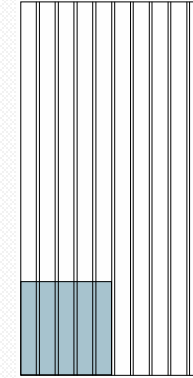
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8.97" x 6.64"



**1/4 page**

**National (net)**  
\$12,500  
**Metro (net)**  
\$8,300

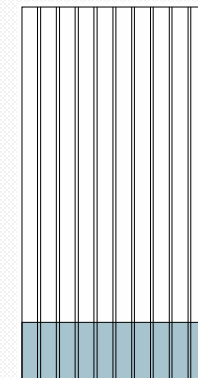
10 columns x 117 agates  
5.30" x 8.36"



**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

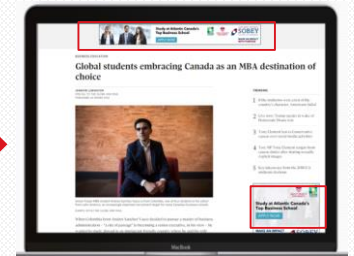
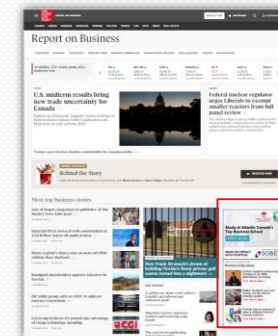
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$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