

# NORTH AMERICAN TRADE



### Issue Date

January 21 2020  
 February 18 2020  
 March 17 2020  
 April 21 2020  
 May 19 2020  
 June 16 2020  
 July 21 2020  
 August 18 2020  
 September 22 2020  
 October 20 2020  
 November 17 2020  
 December 15 2020

### Ad Close

December 31 2019  
 January 28 2020  
 February 25 2020  
 March 31 2020  
 April 28 2020  
 May 26 2020  
 June 30 2020  
 July 28 2020  
 September 1 2020  
 September 29 2020  
 October 27 2020  
 November 24 2020

### Material Deadline

January 7 2020  
 February 4 2020  
 March 3 2020  
 April 7 2020  
 May 5 2020  
 June 2 2020  
 July 7 2020  
 August 4 2020  
 September 8 2020  
 October 6 2020  
 November 3 2020  
 December 1 2020

*Note: all issue dates are Tuesdays*

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

Canada, Mexico and The U.S. have entered into a preliminary trade agreement known as USMCA. The limited barriers to each country will keep goods and services flowing through all three nations. It is an important relationship with benefits to each partner, but Canadian businesses must still adopt changes to be competitive and adhere to the new legislation. To help organizations in this country navigate these modifications and keep abreast of the new rules and regulations, a series of special reports focusing on North American trade will be produced.

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

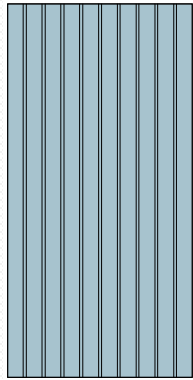
## Editorial Special Reports



2020

### ADVERTISING OPTIONS

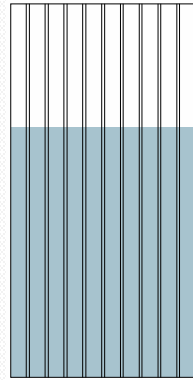
PRINT



**FULL PAGE**

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

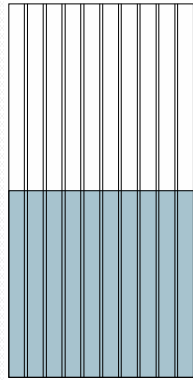
10 columns x 280 agates  
8.97" x 20.0"



**2/3 page**

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

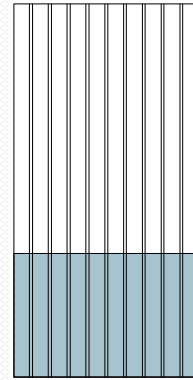
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**1/2 page**

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

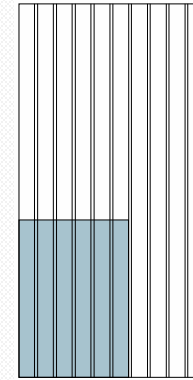
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**1/3 page**

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

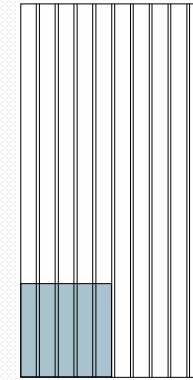
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**1/4 page**

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

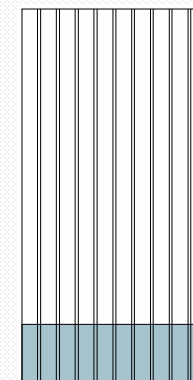
10 columns x 117 agates  
5.30" x 8.36"



**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

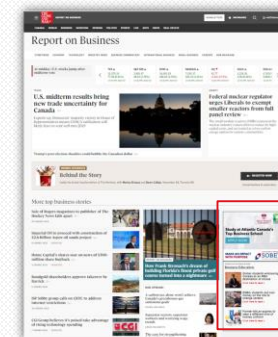
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$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