

NORTH AMERICAN TRADE

Issue Date

September 22 2020
October 20 2020
November 17 2020
December 15 2020

Ad Close

September 1 2020
September 29 2020
October 27 2020
November 24 2020

Material Deadline

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

COVID-19 has significantly embroiled trade flows, disrupting international supply chains and shutting down all but essential cross-border travel. No business has been immune to the global pandemic – with profound impact on the freight and logistics industry. To help business leaders make highly-informed decisions to protect operations and reduce future risk, a series of special reports focusing on North American trade will be produced.

The special reports will focus on topics such as:

- How customer supply chains are likely to change in the future
- The impact of COVID-19 on air/ship/truck capacity
- The surge of e-commerce and impact on North American trade

For additional information, contact
KEITH RYDER, Special Reports Associate
kryder@globeandmail.com

**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

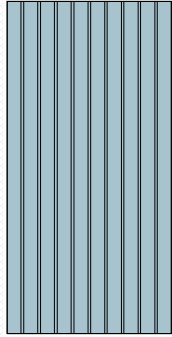
Editorial Special Reports (National)



2020

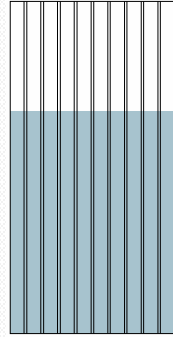
ADVERTISING OPTIONS

PRINT



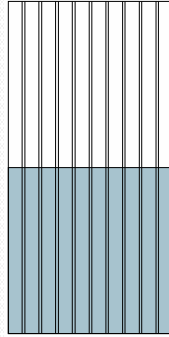
FULL PAGE

National (net)
\$24,300
10 columns x 280 agates
8.97" x 20.0"



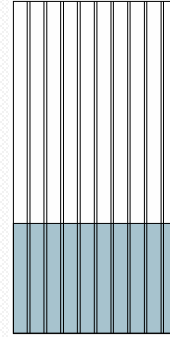
2/3 page

National (net)
\$20,250
10 columns x 187 agates
8.97" x 13.36"



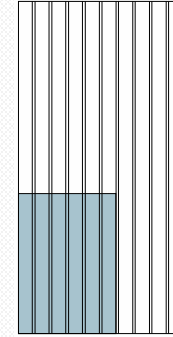
1/2 page

National (net)
\$14,300
10 columns x 140 agates
8.97" x 10"



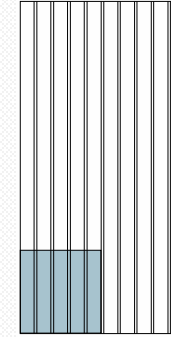
1/3 page

National (net)
\$10,125
10 columns x 93 agates
8.97" x 6.64"



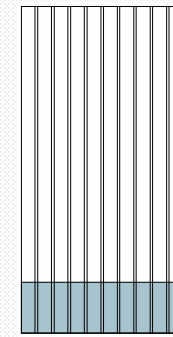
1/4 page

National (net)
\$7,500
6 columns x 117 agates
5.30" x 8.36"



1/8 page

National (net)
\$4,700
5 columns x 58 agates
5.30" x 4.14"



BANNER

National (net)
\$5,100
10 columns x 47 agates
8.97" x 3.36"

DIGITAL

TRAFFIC DRIVER IMPRESSIONS

450,000 co-branded content drivers on Globe and Mail

300 x 600, ROS placement, multi-platform as available.

750,000 (estimated) co-branded content drivers on Globe Alliance and extended network

300 x 600, CPC managed performance driving to editorial content.

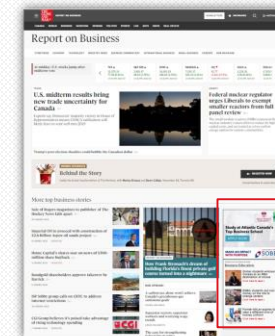
BRANDING ADJACENT TO CONTENT

16,000 guaranteed brand ad impressions

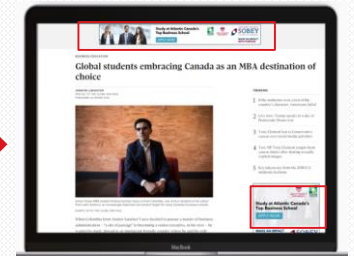
300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.
Post-campaign reporting on selected analytics.

\$12,000 (net)



Audience Engagement Units



Articles with adjacent ads