

SMALL BUSINESS ADVISOR



Issue Date

January 23 2020
February 27 2020
March 26 2020
April 23 2020
May 21 2020
June 18 2020
July 16 2020
August 27 2020
September 17 2020
October 15 2020
November 12 2020
December 3 2020

Ad Close

January 2 2020
February 6 2020
March 5 2020
April 2 2020
April 30 2020
May 28 2020
June 25 2020
August 6 2020
August 27 2020
September 24 2020
October 22 2020
November 12 2020

Material Deadline

January 9 2020
February 13 2020
March 12 2020
April 9 2020
May 7 2020
June 4 2020
July 2 2020
August 13 2020
September 3 2020
October 1 2020
October 29 2020
November 19 2020

Note: all above issue dates are Thursdays

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Many successful Canadian business owners go it alone. Others seek guidance and expertise to reach their business potential. To help, The Globe and Mail is proud to produce Small Business Advisor; a special report series designed to help SMBs grow and prosper. It will be an ideal place to position your products and services to reach our engaged and entrepreneurial business audience when they're ready to buy. To learn more and book your space, please speak with your Globe and Mail advertising sales representative today.

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

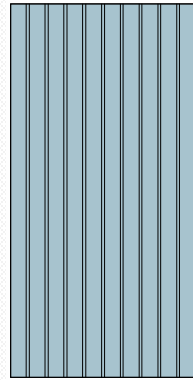
Editorial Special Reports



2020

ADVERTISING OPTIONS

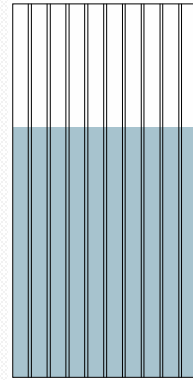
PRINT



FULL PAGE

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

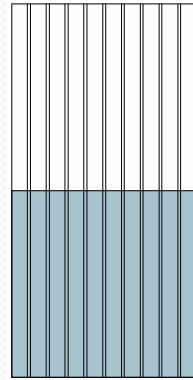
10 columns x 280 agates
8.97" x 20.0"



2/3 page

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

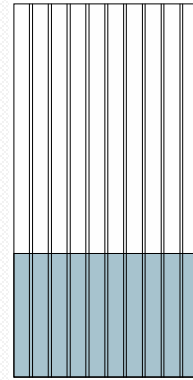
10 columns x 187 agates
8.97" x 13.36"



1/2 page

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

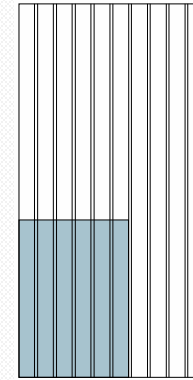
10 columns x 140 agates
8.97" x 10"



1/3 page

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

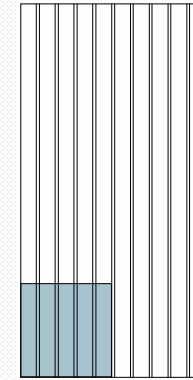
10 columns x 93 agates
8.97" x 6.64"



1/4 page

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

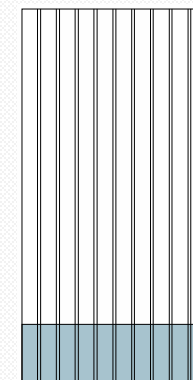
10 columns x 117 agates
5.30" x 8.36"



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

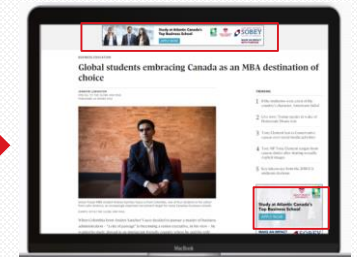
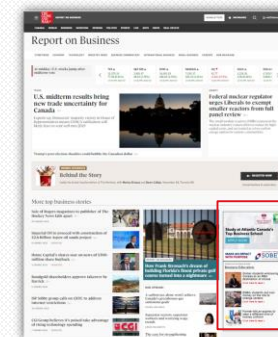
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$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