

THE ARTS



PUBLICATION DATES: Friday, May 29th and Friday, October 9th
GET INVOLVED BY: Friday May 1st and Friday September 11th
MATERIAL DUE: Friday, May 8th and Friday September 18th

INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

Ontario is alive with the arts, from live theatre, concerts and festivals to readings, art galleries and museums. The challenge lies in connecting your event with our arts-loving audience.

In 2020, The Globe and Mail will publish The Arts twice, invaluable planning and purchasing tools to connect with The Globe's interested and educated readership.

Simply reserve your space by deadline to have your event, attraction or facility mentioned within The Arts content.

For additional information, contact

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INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

REACH YOUR TARGET

PRINT

Globe and Mail Metro Edition
506,000 weekday print readers

Source: Vividata Spring 2019, Ontario, minus Ottawa/Gatineau

DIGITAL

Globe and Mail Digital Metro
2,000,000 weekly digital readers

Source: Vividata Spring 2019, Weekly cumulative digital. Ontario, minus Ottawa/Gatineau

WITH POWERFUL INTERACTIVITY 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

Special Reports and Integrated Content Features – Advertising Rates (Metro)

ADVERTISING OPTIONS

Special Reports and Integrated Content Features are offered as bundled advertising packages across print and digital media.

PRINT

YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/client sponsor content
 - Additional investment applicable for client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.
- FEATURES AND REPORTS APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

DIGITAL

- IMPRESSIONS delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- INTEGRATED AND CLIENT SPONSOR CONTENT ARTICLES RUN IN PARTNER SECTION

	METRO
FULL PAGE + DIGITAL	\$15,100
TWO-THIRDS (2/3) PAGE + DIGITAL	\$11,200
HALF (1/2) PAGE + DIGITAL	\$9,100
THIRD (1/3) PAGE + DIGITAL	\$6,800
QUARTER (1/4) PAGE + DIGITAL	\$5,800
BANNER	\$3,900*
EIGHTH (1/8) PAGE	\$3,100*

*No digital impressions included

RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB, UNLESS OTHERWISE NOTED.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS.

RATES ARE NET, AGENCY FEES ARE ADDITIONAL.

For more information, please contact your
Globe and Mail Account Manager