



# Globe Careers

The essential choice for your next recruitment campaign

Globe Careers is the preferred resource for Canadian professionals.

With a reputation for quality editorial content, advice and information, we attract highly educated and qualified candidates across a wide range of professions and levels.

Advertising with Globe Careers, in Canada's #1 media brand, casts your net across the country, helping you find the right candidate for your organization, faster than ever before.

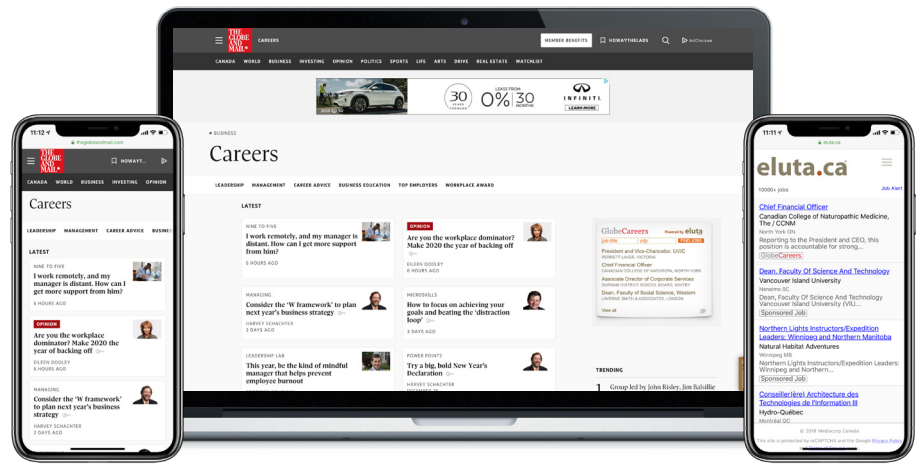
Media Kit 2020

In Report on Business, nationwide  
Monday, Wednesday,  
Friday and Saturday

919,000  
average weekday readers

1.7 million  
average weekend readers

35%  
are Managers, Owners,  
Professionals and Executives  
MOPEs (Index 133)



Across The Globe's Digital platforms

5.2 million  
Multi-Platform monthly UVs

40% of readers  
are Managers, Owners,  
Professionals and Executives  
MOPEs (Index 153)

Promotion across  
Eluta.ca's  
website and  
social platforms

Source: Vividata Fall 2019 Readership Study, National, Total Readers and comScore MediaMetrix average Q3, 2019.

# YOUR COMPLETE COMMUNICATIONS PACKAGE 2020

## Newspaper

Globe Careers appears within the Report on Business section on Monday, Wednesday, Friday and Saturday.

Your ad will be published 3 times, over a 7-day period, including a Wednesday and your choice of Friday, Saturday or Monday.

- Advertising rate includes colour
- Only 2, 4, 6, 8 & 10 column print ads are accepted
- Minimum advertising size: 100 agate lines
- Column ads with depth of 228 MAL or more will be charged at full column depth
- A reprint of your ad in Report on Business, Globe Careers section for a second week is available at half-price (weeks must be consecutive).

## Social Media

We will provide a feed of your jobs across Twitter, reaching millions of social media users.

We also stream your jobs to 100+ Canadian regional and occupational feeds.

## Digital

The Globe Careers website features the innovative job search functionality of Eluta.ca.

- Your ad appears across The Globe website, with up to 100,000 impressions over 30 days, or until your job's application deadline – whichever is earlier
- Up to 100,000 impressions in our exclusive Globe Careers display box on the Eluta site
- Special premium positioning on Eluta.ca that places your job above all other advertising and search results, and includes your logo
- After 30 days we will email you a report with the total impressions and clicks your ad received
- *Print ads containing multiple positions can be posted online for an additional charge of \$650 each*

Rates effective January 1, 2020  
All rates are gross

## Advertising Rates

Print & Digital:

**\$32.73** per line  
(\$10.91 per line, per day)  
and **\$879** for Eluta.ca  
(for the first listed position)

Additional positions:

**\$650** each

Digital and  
Social media only:

**\$2,500**

## Take the next step

Contact our team for more information and to book your advertising

1.866.390.3231  
advertising@globeandmail.com

| DEADLINE/PUBLISHING DAY         | MON            | TUE | WED             | THU | FRI              | SAT            |
|---------------------------------|----------------|-----|-----------------|-----|------------------|----------------|
| Pubset Booking & Copy           | 4:30pm Wed     | —   | 4:30pm Fri      | —   | 4:30pm Tues      | 4:30pm Wed     |
| Camera Ready Booking & Material | 2:00pm Thurs   | —   | 2:00pm Mon      | —   | 2:00pm Wed       | 2:00pm Thurs   |
| CopyChanges                     | 12:00 noon Fri | —   | 12:00 noon Tues | —   | 12:00 noon Thurs | 12:00 noon Fri |