

The future of food: How eating is evolving



In a matter of days, COVID-19 has completely altered the way Canadians engage with food. Grocery store cashiers have become accidental frontline workers; ordering takeout or delivery is no longer laziness but the best way to support local restaurants. Friends and family are hosting virtual bar nights on Zoom, live-streaming their dinner prep through Instagram and have suddenly become obsessed with baking

bread. This special report on post-pandemic eating will take a look at the short and long term impacts of social isolation on Canadian food production and consumption.

For additional information, contact
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Ad Close	Material Deadline	Issue Date
May 13, 2020	May 27, 2020	June 10, 2020
June 10, 2020	June 24, 2020	July 8, 2020
July 15, 2020	July 29, 2020	August 12, 2020
August 12, 2020	August 26, 2020	September 9, 2020
September 16, 2020	September 30, 2020	October 14, 2020
October 14, 2020	October 28, 2020	November 11, 2020
November 11, 2020	November 25, 2020	December 9, 2020

* All dates are Wednesdays

Investment: Special report/contract rates apply

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

Advertising Rates (National, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF ½ PAGE, 1 FULL PAGE OR TWO FACING PAGES (DPS). Advertising space can consist of brand ad and/or client approved content.

DIGITAL

- 400,000 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.

PRINT + DIGITAL BUNDLED INVESTMENT

½ PAGE (eg. ¼ page ad + ¼ page client approved content) + DIGITAL	\$19,900
FULL PAGE (eg. ½ page ad + ½ page client approved content) + DIGITAL	\$29,900
DPS (eg. 1 full page ad + 1 page client approved content) + DIGITAL	\$39,900

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB. IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS ACROSS GLOBEANDMAIL.COM. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

Option “B”- Print Only

PRINT INVESTMENT

½ PAGE (eg. ¼ page ad + ¼ page client approved content)	\$14,300
FULL PAGE (eg. ½ page ad + ½ page client approved content)	\$24,300
DPS (eg. 1 full page ad + 1 page client approved content)	\$36,400

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

500,000 impressions - co-branded audience engagement units

- Delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to article(s).
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- One-month delivery on all impressions, subject to availability and seasonal adjustments.

DIGITAL ONLY INVESTMENT - \$11,500