

Timeless - Holiday watch guide



PUBLICATION DATES: Friday, December 4
GET INVOLVED BY: Friday, October 30
MATERIAL DUE: Friday, November 27

INVESTMENT:

SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Watches are more than time-telling devices. The right piece speaks volumes about a person, and Canadians of all ages have a growing array of choices available for selecting a watch that fits their lifestyle.

Proposed topic highlights:

SPECIALTY WATCHES – From rugged sports models and smart chronographs to precision timepieces.

RETRO REVIVAL – Classic designs that never go out of style.

TECHNOLOGY – Enhancing functionality through technology.

TRENDS – The watch of the future.

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager, rdeacon@globeandmail.com

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

**THE GLOBE AND MAIL
DELIVERS YOUR BEST AUDIENCE**

ONLINE: National Edition
4.1 MILLION WEEKLY DIGITAL READERS

PRINT: National Edition
936,000 WEEKDAY PRINT READERS
Source: Vividata Winter 2020 Readership Study National

WITH POWERFUL INTERACTIVITY RESULTS
35% HIGHER READING TIME
OVER 2 MINUTES ON SPECIAL REPORT
ARTICLES VS. GAM SITE AVERAGE

3 X HIGHER CTR
ON ADS NEXT TO CONTENT
VS. GAM SITE AND CANADIAN AVERAGE
Source: Omniture, Doubleclick

Click on the report below to
see a similar feature

