

2020 METRO
INTEGRATED
CONTENT FEATURE

NEWSPAPER
& DIGITAL

BOXING WEEK



GET INVOLVED BY: Thursday, December 3, 2020
MATERIAL DUE: Thursday, December 10, 2020
PUBLICATION DATES: Thursday, December 24 and Monday, December 28, 2020

INVESTMENT: Special rates apply

With COVID-19, this year's Boxing Week shopping experience will be different than in the past. There's no doubt though that consumers will still be on the hunt for the great products and deals they look for every year.

To help shoppers find the best offerings and packages, The Globe and Mail's annual Boxing Week feature will publish on December 24 and December 28. These environments will spotlight some of the best the week has to offer, ideal for retailers, restaurants, spas, travel providers and others to be seen by affluent and interested readers. Don't miss out on this outstanding promotional opportunity.

For additional information, contact
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INTEGRATED CONTENT FEATURES
ARE TURNKEY ADVERTORIAL
SOLUTIONS. PARTICIPATING ADVERTISERS
CAN BE MENTIONED/QUOTED
WITHIN CONTENT SPACE.

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REACH YOUR TARGET
PRINT

Globe and Mail Metro Edition
610,000 weekday print readers
Source: Vividata Spring, 2020 National, A14+

DIGITAL

Globe and Mail National
9,300,000 monthly unique visitors
Source: Comscore Media Metrix Multi-Platform,
Q1 2020 average

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

Advertising Rates (Metro, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF FULL PAGE, 1/2 PAGE OR 1/4 PAGE

DIGITAL

- 200,000 OR 100,000 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

FULL PAGE + 200,000 DIGITAL IMPRESSIONS	\$9,900
1/2 PAGE + 200,000 DIGITAL	\$7,000
1/4 PAGE + 100,000 IMPRESSIONS	\$4,000

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

FULL PAGE	\$7,500
1/2 PAGE	\$4,000
1/4 PAGE	\$2,200

Option “C” - Digital Only

DIGITAL INVESTMENT

300,000 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 - \$4,800