

Travel and Credit Card Rewards



Globe and Mail readers tend to spend more on their credit cards than the average Canadian. They are also savvy consumers who love to collect points and go the extra mile to maximize rewards. To help them find the card that gets them the most from purchases, The Globe and Mail will publish Travel and Credit Card Rewards features throughout 2021.

Advertising Commitment	Material Deadline	Print/Digital Publication Date
December 16, 2020	December 23, 2020	January 6, 2021
January 20, 2021	January 27, 2021	February 10, 2021
February 24, 2021	March 3, 2021	March 17, 2021
March 24, 2021	March 31, 2021	April 14, 2021
April 21, 2021	April 28, 2021	May 12, 2021
June 2, 2021	June 9, 2021	June 23, 2021
June 23, 2021	June 30, 2021	July 14, 2021
July 21, 2021	July 28, 2021	August 11, 2021
August 25, 2021	September 1, 2021	September 15, 2021
September 29, 2021	October 6, 2021	October 20, 2021
October 27, 2021	November 3, 2021	November 17, 2021
November 24, 2021	December 1, 2021	December 15, 2021
(Above dates are Wednesdays)		

Investment: Special/Contract Rates apply

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: National Edition
 923,000

WEEKDAY PRINT READERS
 Source: Vividata Fall 2020, National, A14+

The Globe and Mail
ONLINE: National
 7.5 MILLION MONTHLY UVs
 Source: Comscore Media Metrix Multi-Platform, Jul-Sep 2020 (Q3) 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 – SPONSOR CONTENT FEATURES (National)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF AD SPACE: ONE FULL or HALF PAGE. Advertising space can consist of brand ad and/or client approved content (additional investment required for client approved content).

DIGITAL

- 400,000 IMPRESSIONS delivered as (200,000x) 300 x 600 traffic drivers, with 1x article link and (200,000x) 300 x 250 big box brand impressions
- Additional advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

PRINT + DIGITAL BUNDLED INVESTMENT

FULL PAGE + 400,000 DIGITAL IMPRESSIONS ————— \$23,294

½ PAGE + DIGITAL 400,000 DIGITAL IMPRESSIONS ————— \$17,688

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

Option “B”- Print Only

PRINT INVESTMENT

FULL PAGE ————— \$17,920

½ PAGE ————— \$12,019

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

- One custom article developed to client approval, posted on Globe and Mail
- Article discovery via
 - 200,000 impressions with custom targeting
 - 867 clicks across Globe Alliance and extended network via CPC managed performance
 - Paid social amplification
 - Content retargeting & audience targeting driving to your site
- Advertiser branding as 300x250 big box + 728x90 leaderboard appears next to articles
- 1,500 – 2,200 estimated page views

————— \$15,000

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

- Most popular print sizes and digital frequency are noted. Ask about rates for other options.
- All rates noted are net, agency fees are additional.