

# Globe Drive

## *Getting There* Podcast

THE  
GLOBE  
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MAIL

### Custom Editorial Sponsorship Opportunity

Crafted especially for commuters, this editorial podcast from Globe Drive would explore the themes of journeys, destinations and the process of getting there through personal narratives, reported stories and interviews. This podcast is not necessarily only for car-lovers, but instead for anybody who commutes, drives or is travelling.

### Get Involved Starting at \$200,000

This print and digital custom editorial podcast opportunity is open to a single sponsor.



**Driving Enthusiasts love to get behind the wheel and truly enjoy the experience. They tend to maintain their vehicles and are engaged readers of autos content.** Visitors of The Globe and Mail are 23% more likely to drive more than 25,000km annually.

Source: comScore Plan Matrix - September 2019

