

THE 2021 NEW CAR BUYING GUIDE

Advertising Commitment	Material Deadline	Print/Digital Publication Date
February 12, 2021	February 19, 2021	Friday, March 12, 2021

Investment: Special report/contract rates apply

The number of car purchases across Canada is increasing, with first-time car buyers in particular boosting car sales in the wake of the pandemic. For urbanites looking to avoid public and other shared modes of transportation due to safety concerns, automobiles have once again become the preferred mode of transportation.

But without a doubt, the myriad of models, options and personal needs can make the car-buying process confusing.

This special report will aid potential new-car buyers with their purchasing decisions. With articles including insider insight from Drive columnists, this 2021 New Car Buying Guide will walk readers through how to purchase a new car and share a variety of perspectives to influence the car buying process.

For additional information, contact
Keith Ryder, Special Reports Associate
kryder@globeandmail.com

EDITORIAL SPECIAL REPORTS
ARE TURNKEY CONTENT
ADJACENCY SOLUTIONS THAT
PROVIDE STRONG CONNECTION
BETWEEN ADVERTISER AND
READER

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 (National, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF ½ PAGE, 1 FULL PAGE OR TWO FACING PAGES (DPS).

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 + DIGITAL	\$19,900
FULL PAGE + DIGITAL	\$29,900
DPS + 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	\$14,300
FULL PAGE	\$24,300
DPS	\$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