

BACK TO SCHOOL

Advertising		
Commitment	Material Deadline	Print/Digital Publication Date
July 21, 2021	July 28, 2021	Wednesday, August 11, 2021

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

REACH YOUR TARGET

PRINT: Metro Edition
592,000
WEEKDAY PRINT READERS
Source: Vividata Fall 2020, Ontario, A14+

ONLINE: Ontario
4.2 MILLION MONTHLY UVs
Source: Comscore Media Metrix Multi
Platform, Ontario, 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

As children and parents across Canada plan for the upcoming school year, COVID-19 precautions will still have to be taken into consideration. But beyond the safety measures, much of this year's focus will hopefully be on clothing, technology and seeing friends again in the school yard and in class.

How should parents tackle sending their children back to school this Fall? What's on their 2021 must-have shopping lists as kids of all ages get ready for their first day of class?

This Back to School special feature will offer sound tips and advice from fashion and tech to safety for heading back to school this September.

Media	Investment
Half page ad and 200,000 impressions	\$6,500
Full page ad and 200,000 impressions	\$10,000

For additional information, contact
KEITH RYDER, Special Reports Associate
kryder@globeandmail.com



Media
Group

