

BACK TO WORK



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Advertising Commitment	Material Deadline	Print/Digital Publication Date
July 27, 2021	August 4, 2021	Wednesday, August 18, 2021

Preparing to go back to office after more than a year and half away will be a welcome relief for many and a daunting task for others. There's no doubt though that things will probably not be what most people were previously used to. How do Canadians prepare for this?

This Back to Work special feature will help readers formulate a game plan by offering advice on family needs such as daycare, pet care, new helpful technology, updating the wardrobe, the new commute and much more.

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

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