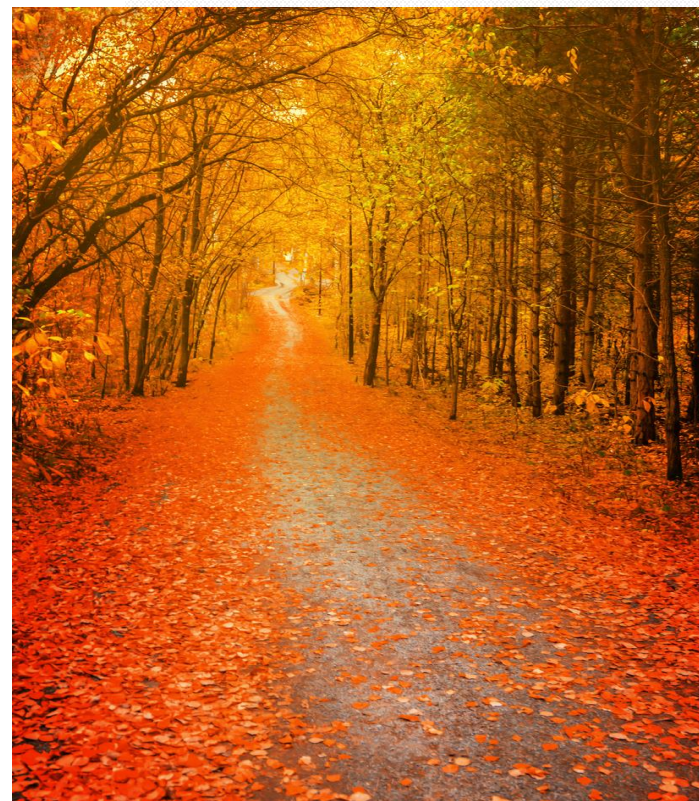


FALL COLOURS



For additional information, contact

KEITH RYDER, Special Reports

Associate kryder@globeandmail.com



Media
Group

Advertising Commitment	Material Deadlines	Print/Digital Publication Dates
August 4th, 2021	August 11 th , 2021	Wednesday, August 25 th , 2021
August 25 th , 2021	September 1 st , 2021	Wednesday, September 15 th , 2021
September 15 th , 2021	September 22 nd , 2021	Wednesday, October 6 th , 2021

With travel regulations still in place around the world, there's never been a better time for Ontarians to get out and enjoy all the province has to offer.

During the late summer and early fall, The Globe and Mail will publish a Fall Colour series, filled with trip ideas and eye-popping visuals that will help families, friends and couples planning their Autumn holiday.

By placing your marketing message in Fall Colours you'll connect with travelers planning day excursions, weekend getaways or something longer. Don't miss this outstanding promotional opportunity.

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