

2021 METRO EDITION
INTEGRATED
CONTENT FEATURE

PRINT AND DIGITAL
NEWSPAPER

PAMPERED SPA DAY

Advertising Commitment	Material Deadlines	Print/Digital Publication Dates
April 9 th , 2021	April 16 th , 2021	Friday, April 30 th , 2021
April 23 rd , 2021	April 30 th , 2021	Friday, May 14 th , 2021
May 14 th , 2021	May 21 st , 2021	Friday, June 4 th , 2021
June 25 th , 2021	July 5 th , 2021	Friday, July 16 th , 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

After months of lockdowns, who doesn't want a little pampering in their life? COVID has limited the ability for people to receive personal care services for a long period of time and there is certainly a lot of pent up demand.

Globe and Mail readers love their spa days so we have scheduled a series called Pampered to help them navigate their spa options. Pampered is a great way for advertisers to reach this audience with all of the wonderful services they have to offer.

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

