

2021 METRO EDITION  
INTEGRATED  
CONTENT FEATURE

PRINT AND DIGITAL  
NEWSPAPER

# SHOP LOCAL



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Advertising Commitment	Material Deadlines	Print/Digital Publication Dates
April 15 <sup>th</sup> , 2021	April 22 <sup>nd</sup> , 2021	Thursday, May 6 <sup>th</sup> , 2021
May 27 <sup>th</sup> , 2021	June 3 <sup>rd</sup> , 2021	Thursday, June 17 <sup>th</sup> , 2021
June 29 <sup>th</sup> , 2021	July 6 <sup>th</sup> , 2021	Thursday, July 22 <sup>nd</sup> , 2021
July 29 <sup>nd</sup> , 2021	August 5 <sup>th</sup> , 2021	Thursday, August 19 <sup>th</sup> , 2021

As restrictions loosen from the COVID-19 lockdown, it's more important than ever to support local businesses within our community.

This special feature will look at the benefits of purchasing locally and the long-term impact that our shopping choices have on the communities we live in.

Globe and Mail readers are ready to shop and support area businesses. This Shop Local feature will focus on how buying locally will help our neighbourhoods thrive better than before, while ensuring safety and security for all.

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