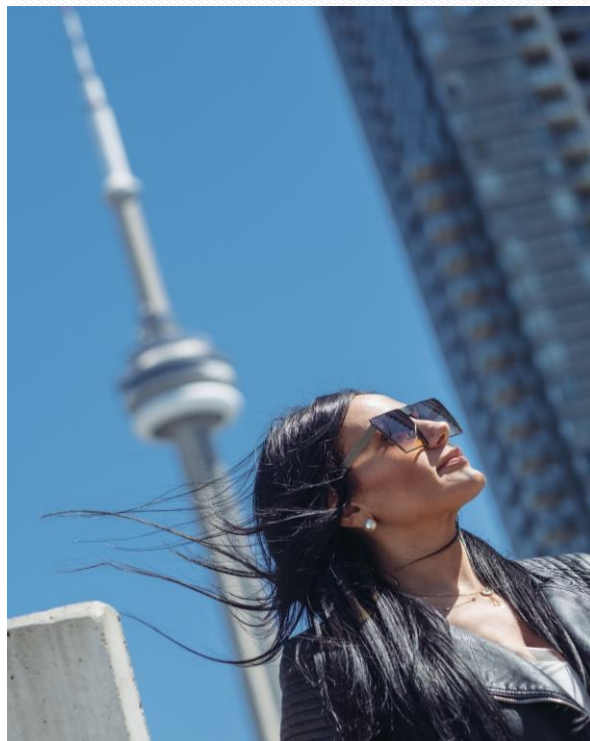


TORONTO!



For additional information, contact
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Advertising Commitment	Material Deadlines	Print/Digital Publication Dates
April 30th, 2021	May 7 th , 2021	Friday, May 21st, 2021
June 4 th , 2021	June 11 rd , 2021	Friday, June 25th, 2021
July 9 th , 2021	July 16 th , 2021	Friday, July 30th, 2021
August 6 th , 2021	August 13th, 2021	Friday, August 27th, 2021

Toronto, or whatever it is that you love to call it - The 6, The Big Smoke, Hog Town - is home to over 2.5 million people aching to get out and explore all it has to offer.

After more than a year of restricted movement because of COVID, Toronto is opening up its doors to welcome us all back, to soak up all that the city has to offer.

Globe readers love the arts, culture, dining and the outdoors. This Toronto! series will help readers plan their local day trips and dining experiences this spring and summer offer advertisers a great opportunity to reach the Toronto loving audience.

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