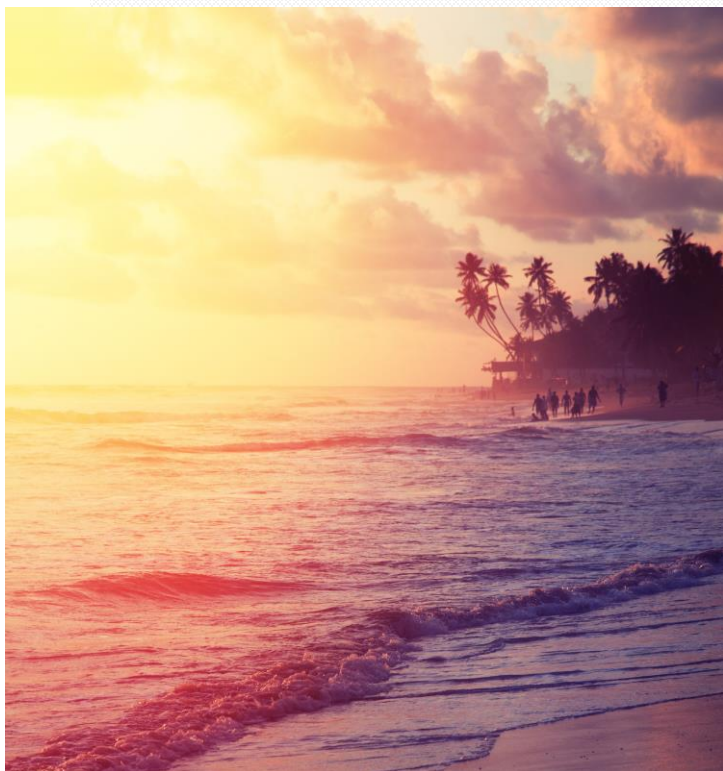


Exotic Escapes



As the world begins to open its doors to Canadian travelers, we can all start plan and dream about our next international get-away.

The Globe and Mail will publish Exotic Escapes, a special feature that is planned each month starting in June, 2021.

Please speak with your Globe and Mail advertising representative for more information.

Advertisement Commitment	Material Deadline	Print/Digital Publication Day
June 2nd, 2021	June 9th, 2021	June 23rd, 2021
June 23rd, 2021	June 30th, 2021	July 14th, 2021
July 21st, 2021	July 28th, 2021	August 11th, 2021
August 25th, 2021	September 1st, 2021	September 15th, 2021
September 29th, 2021	October 6th, 2021	October 27, 2017
October 27th, 2021	November 3rd, 2021	November 17th, 2021
November 24th, 2021	December 1st, 2021	December 15th, 2021

For additional information, contact
KEITH RYDER, Special Reports Associate
kryder@globeandmail.com



SPONSOR CONTENT FEATURES

ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

REACH YOUR TARGET

PRINT: National Edition
 923,000

WEEKDAY PRINT READERS
 Source: Vividata Fall 2020, National, A14+

The Globe and Mail
ONLINE: National

7.5 MILLION MONTHLY UVs
 Source: Comscore Media Metrix Multi-Platform, 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

Advertising Rates – SPONSOR CONTENT FEATURES (National)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF AD SPACE: ONE FULL or HALF PAGE. Advertising space can consist of brand ad and/or client approved content (additional investment required for client approved content).

DIGITAL

- 400,000 IMPRESSIONS delivered as (200,000x) 300 x 600 traffic drivers, with 1x article link and (200,000x) 300 x 250 big box brand impressions
- Additional advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

PRINT + DIGITAL BUNDLED INVESTMENT

FULL PAGE + 400,000 DIGITAL IMPRESSIONS ————— \$23,294

½ PAGE + DIGITAL 400,000 DIGITAL IMPRESSIONS ————— \$17,688

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

Option “B”- Print Only

PRINT INVESTMENT

FULL PAGE ————— \$17,920

½ PAGE ————— \$12,019

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

- One custom article developed to client approval, posted on Globe and Mail
- Article discovery via
 - 200,000 impressions with custom targeting
 - 867 clicks across Globe Alliance and extended network via CPC managed performance
 - Paid social amplification
 - Content retargeting & audience targeting driving to your site
- Advertiser branding as 300x250 big box + 728x90 leaderboard appears next to articles
- 1,500 – 2,200 estimated page views

————— \$15,000

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

- Most popular print sizes and digital frequency are noted. Ask about rates for other options.
- All rates noted are net, agency fees are additional.

Advertising Rates – SPONSOR CONTENT FEATURES (National)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF AD SPACE: ONE FULL or HALF PAGE. Advertising space can consist of brand ad and/or client approved content (additional investment required for client approved content).

DIGITAL

- 400,000 IMPRESSIONS delivered as (200,000x) 300 x 600 traffic drivers, with 1x article link and (200,000x) 300 x 250 big box brand impressions
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

PRINT + DIGITAL BUNDLED INVESTMENT

FULL PAGE + 400,000 DIGITAL IMPRESSIONS	\$23,294
½ PAGE + DIGITAL 400,000 DIGITAL IMPRESSIONS	\$17,688

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

Option “B”- Print Only

PRINT INVESTMENT

FULL PAGE	\$17,920
½ PAGE	\$12,019

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

- Estimated (1,200,000x) 300 x 600 traffic drivers delivered via Globe and Mail, and Globe Response (CPC managed performance)
- Advertiser branding as 300x250 big box + 728x90 leaderboard appears next to articles
- 1,000 – 1,500 estimated page views

\$12,000*

*Includes theme-relevant article featuring advertiser mention or quote.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

- Most popular print sizes and digital frequency are noted. Ask about rates for other options.
- All rates noted are net, agency fees are additional.