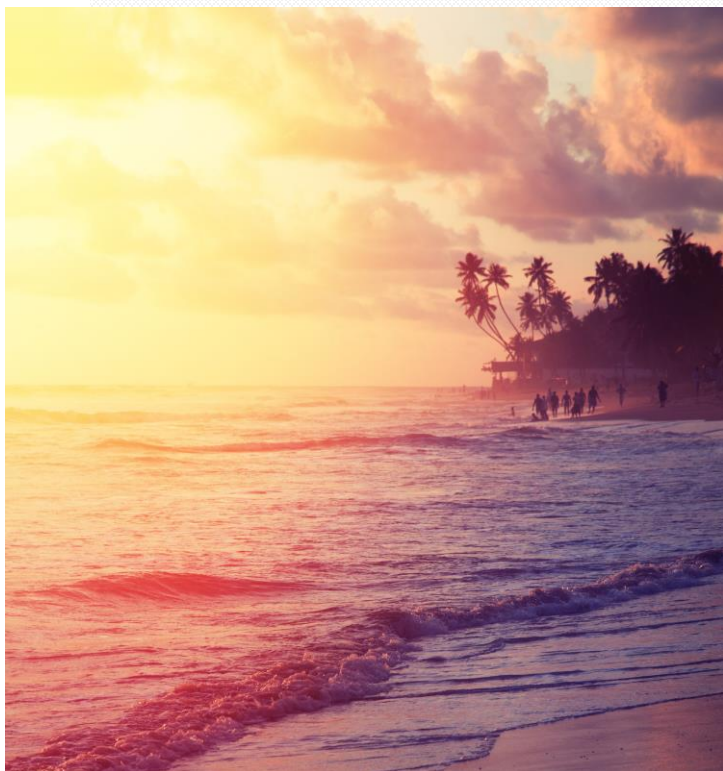


Exotic Escapes



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 22nd, 2021	July 29th, 2021	August 12th, 2021
August 25th, 2021	September 1st, 2021	September 15th, 2021
September 29th, 2021	October 6th, 2021	October 27th, 2021
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 contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- 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 IMPRESSION _____ \$17,688

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB. IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS ACROSS GLOBEANDMAIL.COM. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, 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

PERFORMANCE

- Nationally targeted on Globe and Mail, Globe Alliance and Hearst
- Fixed delivery of advertiser’s choice of audience engagement to content and/or brand ads units, or over set time frame (e.g. 4-6 weeks)
- 4,500,000 estimated impressions
- 2,500 guaranteed clicks

_____ \$14,500

(Includes media + promotion to 2 text based articles)

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