

# CYBERSECURITY



**INVESTMENT:** SPECIAL REPORT/CONTRACT RATES APPLY

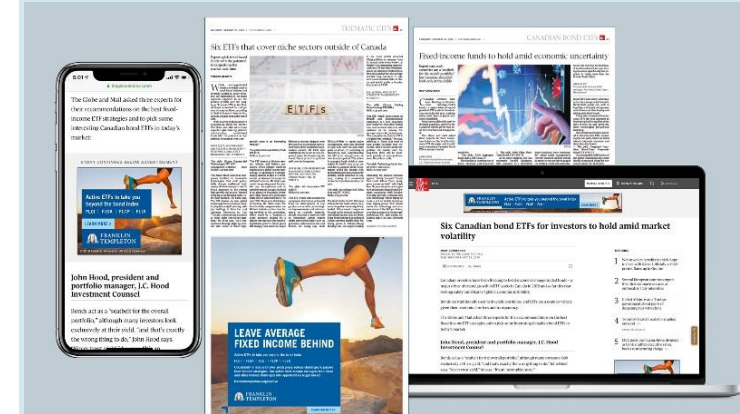
Businesses and consumers share huge amounts of data and information. This creates the perfect environment for cyber threats to increase and evolve, impacting a growing number of Canadians everyday.

To combat the challenge, cybersecurity experts call for a collaborative approach, heightened awareness and education to promote secure digital engagement practices. This special report will look at the concerns and how they are affecting organizations today.

For additional information, contact **KEITH RYDER**,  
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## EDITORIAL SPECIAL REPORTS

ARE TURNKEY CONTENT  
ADJACENCY SOLUTIONS THAT  
PROVIDE STRONG  
CONNECTION BETWEEN  
ADVERTISER AND READER



**PRINT: National Edition**

714,000 WEEKDAY

PRINT READERS

Source: Vividata Fall 2021, National, A14+

**PRINT/DIGITAL: National Edition**

6,367,000 WEEKLY

PRINT/DIGITAL READERS

Source: Vividata Fall 2021, National, A14+

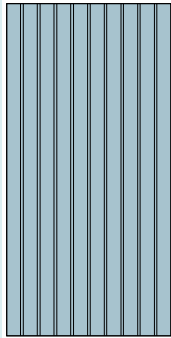
*Sponsor content on digital and print  
platforms is available. Ask your  
account manager for more details.*

# CYBERSECURITY 2022 SCHEDULE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
November 23, 2021	December 14, 2021	December 21, 2021	Tuesday, January 4, 2022
February 1, 2022	February 22, 2022	March 1, 2022	Tuesday, March 15, 2022
March 22, 2022	April 12, 2022	April 19, 2022	Tuesday, May 3, 2022
May 24, 2022	June 14, 2022	June 21, 2022	Tuesday, July 5, 2022
July 26, 2022	August 16, 2022	August 23, 2022	Tuesday, September 6, 2022
September 27, 2022	October 18, 2022	October 25, 2022	Tuesday, November 8, 2022

# Editorial Special Reports (National) – Advertising Rates

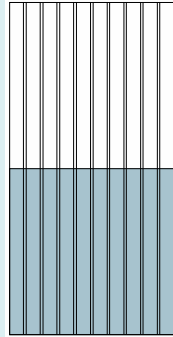
**PRINT**



FULL PAGE

National (net)  
\$24,300

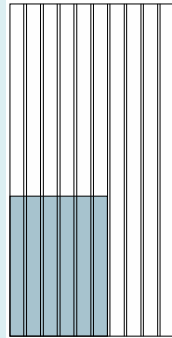
10 columns x 280 agates  
8.97" x 20.0"



1/2 page

National (net)  
\$14,300

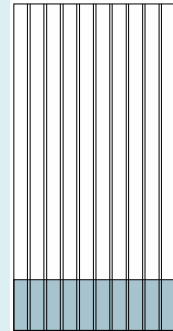
10 columns x 140 agates  
8.97" x 10"



1/4 page

National (net)  
\$7,500

6 columns x 117 agates  
5.30" x 8.36"



BANNER

National (net)  
\$5,100

10 columns x 47 agates  
8.97" x 3.36"

**EVENT**

**GLOBE BRANDED EVENTS - EXCLUSIVE SPONSORSHIP**

60-minute webcast, hosted by The Globe and recorded for post event viewing

Developed to align with this report's theme

**Includes:**

- High impact pre-event promotion across print, email, social channels
- Speaker integration opportunities (pending editorial approval) and "sponsored by" branding elements
- Post-event marketing to amplify topic-sponsor connection

**35,000 (net)**

**DIGITAL**

**TRAFFIC DRIVER IMPRESSIONS**

**Globe and Mail**

(300,000x) 300 x 600, ROS placement, multi-platform as available.

**Globe Alliance and extended network**

(200,000x) 300 x 600+300x250, Advanced contextual targeting

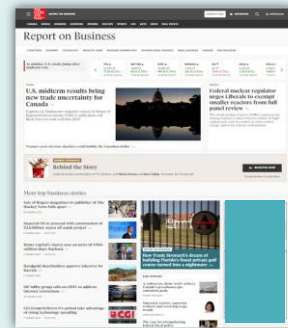
**BRANDING ADJACENT TO CONTENT**

**1,500 – 2,000 estimated page views**

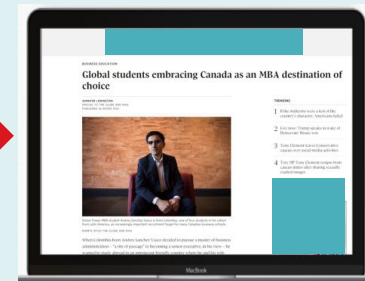
300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.

Post-campaign reporting on selected analytics.



Traffic Drivers



Articles with adjacent ads



**\$15,000 (net)**