

# INTERNATIONAL TRADE

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

International trade has been affected by labour shortages, a slowdown in manufacturing a increased pricing .

The effects have been particularly felt in the worldwide movement of goods that many industries rely on to build manufacture their products for local and international markets.

To help business leaders make informed decisions on how to protect international trade operations and reduce future risk, The Globe and Mail will produce this editorial opportunity across print, digital and webcast platforms.

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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+

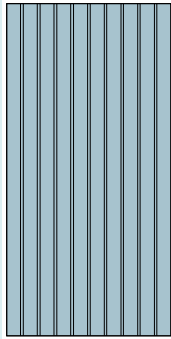
**Sponsor content on digital and print  
platforms is available. Ask your  
account manager for more details.**

# INTERNATIONAL TRADE 2022 SCHEDULE

| Sponsor Content Deadline | Standard Brand Ad Deadline | Material Deadline  | Publishing Date               |
|--------------------------|----------------------------|--------------------|-------------------------------|
| December 8, 2021         | December 29, 2021          | January 5, 2022    | Wednesday, January 19, 2022   |
| December 29, 2021        | January 19, 2022           | January 26, 2022   | Wednesday, February 9, 2022   |
| January 26, 2022         | February 16, 2022          | February 23, 2022  | Wednesday, March 9, 2022      |
| March 2, 2022            | March 23, 2022             | March 30, 2022     | Wednesday, April 13, 2022     |
| March 30, 2022           | April 20, 2022             | April 27, 2022     | Wednesday, May 11, 2022       |
| April 27, 2022           | May 18, 2022               | May 25, 2022       | Wednesday, June 8, 2022       |
| June 1, 2022             | June 22, 2022              | June 29, 2022      | Wednesday, July 13, 2022      |
| June 29, 2022            | July 20, 2022              | July 27, 2022      | Wednesday, August 10, 2022    |
| August 10, 2022          | August 31, 2022            | September 7, 2022  | Wednesday, September 21, 2022 |
| August 31, 2022          | September 21, 2022         | September 28, 2022 | Wednesday, October 12, 2022   |
| October 5, 2022          | October 26, 2022           | November 2, 2022   | Wednesday, November 16, 2022  |
| October 26, 2022         | November 16, 2022          | November 23, 2022  | Wednesday, December 7, 2022   |

# Editorial Special Reports (National) – Advertising Rates

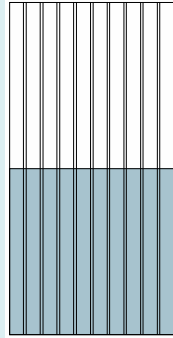
PRINT



FULL PAGE

National (net)  
\$24,300

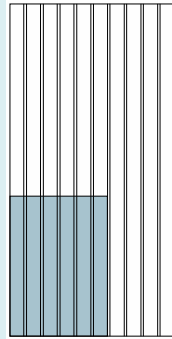
10 columns x 280 agates  
8.97" x 20.0"



1/2 page

National (net)  
\$14,300

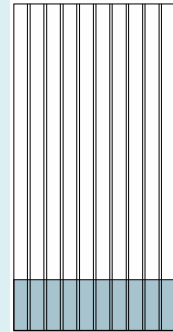
10 columns x 140 agates  
8.97" x 10"



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

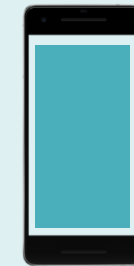
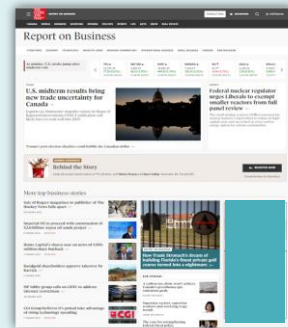
### BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

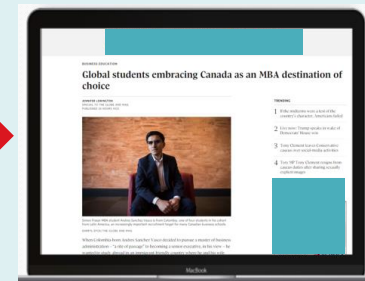
300x250 + 728x90 in roadblock

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)**