

BOXING DAY 2021



PUBLICATION DATE: Friday, December 24, 2021
GET INVOLVED BY: November 25, 2021
MATERIAL DUE: December 3, 2021
INVESTMENT: Special rates apply

With COVID numbers much better than a year ago, 2021’s Boxing Day is a hugely anticipated shopping event for many Canadians. To help our advertising partners reach these consumers, The Globe is publishing a special Boxing Day feature. Publishing on December 24 in an expanded and special Friday edition, Boxing Day 2021 will be an ideal content environment for advertisers looking to connect with readers who are ready to shop. Reach out to your Globe and Mail account representative to find out more.

For additional information, contact
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Media	Investment
Half page ad and 200,000 impressions	\$7,500
Full page ad and 200,000 impressions	\$12,000

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

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REACH YOUR AUDIENCE

PRINT: Metro Edition
388,000 WEEKDAY PRINT
READERS

DIGITAL: Metro Edition
2,263,000 WEEKLY DIGITAL
READERS

Source: Vividata Fall 2021,
Ontario (Metro Edition), A14+