



# Globe Careers

With an unmatched reputation for delivering Canada's leading business news, information and perspective, The Globe and Mail attracts highly educated and qualified candidates across a wide range of professions and career levels.

Advertising with Globe Careers casts your net across the country to find the right candidate for your organization, faster than ever before.

## Media Kit 2022

The essential choice for your next recruitment campaign

In Report on Business, nationwide  
Monday, Wednesday, Friday and Saturday

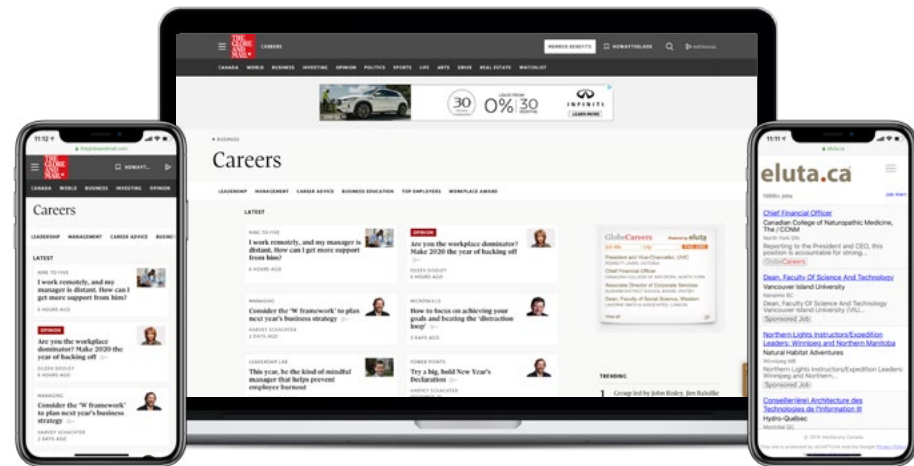
**698,000**  
average weekday readers

**1,807,000**  
average weekend readers

**37%**  
of weekly readers are  
MOPEs (Index 136)



Across The Globe's Digital platforms



**8 million**  
Monthly UVs

**37% of Visitors**  
are MOPEs (Index 111)\*

**Includes promotion**  
**in Eluta.ca**  
website and social platforms

Source: Vividata Fall 2021 Study – National, A18+; Comscore Media Metrix Multi-Platform, July-September (Q3) 2021 Average; Plan Metrix Multi-Platform, June 2021, A18+ (MOPEs = Managers, Owners, Professionals, Executives)

# Your complete recruitment package

## Newspaper

Globe Careers appears within the Report on Business section on Monday, Wednesday, Friday and Saturday.

Your ad will be published 3 times, over a 7-day period, including a Wednesday and your choice of Friday, Saturday or Monday.

- Advertising rate includes colour
- Only 2, 4, 6, 8 & 10 column print ads are accepted
- Minimum advertising size: 100 agate lines
- Column ads with depth of 228 MAL or more will be charged at full column depth
- A reprint of your ad in Report on Business, Globe Careers section for a second week is available at half-price (weeks must be consecutive).

## Social Media

We will provide a feed of your jobs across Twitter, reaching millions of social media users.

We also stream your jobs to 100+ Canadian regional and occupational feeds.

## Digital

The Globe Careers website features the innovative job search functionality of Eluta.ca.

- Your ad appears across The Globe website, with up to 100,000 impressions over 30 days, or until your job's application deadline – whichever is earlier
- Up to 100,000 impressions in our exclusive Globe Careers display box on the Eluta site
- Special premium positioning on Eluta.ca that places your job above all other advertising and search results, and includes your logo
- After 30 days we will email you a report with the total impressions and clicks your ad received
- *Print ads containing multiple positions can be posted online for an additional charge of \$650 each*

Rates effective January 1, 2022  
All rates are gross

## Advertising Rates

Print & Digital:

**\$32.73** per line

(\$10.91 per line, per day)

and **\$879** for Eluta.ca  
(for the first listed position)

Additional positions:

**\$650** each

Digital and  
Social media only:

**\$2,500**

## Take the next step

Contact our team for more information and to book your advertising

1.866.390.3231

advertising@globeandmail.com

DEADLINE/PUBLISHING DAY	MON	TUE	WED	THU	FRI	SAT
Pubset Booking & Copy	4:30pm Wed	—	4:30pm Fri	—	4:30pm Tues	4:30pm Wed
Camera Ready Booking & Material	2:00pm Thurs	—	2:00pm Mon	—	2:00pm Wed	2:00pm Thurs
Copy Changes	12:00 noon Fri	—	12:00 noon Tues	—	12:00 noon Thurs	12:00 noon Fri