

2022 METRO
EDITORIAL
FEATURE

NEWSPAPER
AND DIGITAL

GLOBE DRIVE SPRING PREVIEW

Brand Ad Deadline	Material Deadline	Publishing Date
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INVESTMENT: SPECIAL REPORT/CONTRACT RATES APPLY

The Canadian auto industry continues to evolve at a rapid pace, and so does the buying experience. The initial wave of electric vehicles was largely limited to sedans and small hatchbacks, but new battery technology makes it more affordable to produce SUVs and pickups with electric motors.

And gone are the days of so many buttons and knobs in front of a driver. Most or all of that is now replaced with a giant touchscreens.. Meanwhile, supply-chain constraints and chip shortages are making it more challenging to get the exact car a buyer may want in a timely fashion.

To help readers better understand all their automotive options, The Globe And Mail will produce a special Globe Drive Spring Preview feature that will focus on industry trends relevant to consumers to help them navigate today's new vehicle landscape.

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

REACH YOUR TARGET

PRINT: Metro Edition
388,000 WEEKDAY PRINT
READERS

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

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

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

PRINT/DIGITAL: Metro Edition
3,015,000 WEEKLY PRINT/DIGITAL
READERS

Source: Vividata Fall 2021, Ontario
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