

THE FUTURE OF SHOPPING



Ad Booking Deadline	Material Deadline	Publishing Date
October 12	October 21	Friday, November 11, 2022

INVESTMENT: INTEGRATED CONTENT/CONTRACT RATES APPLY

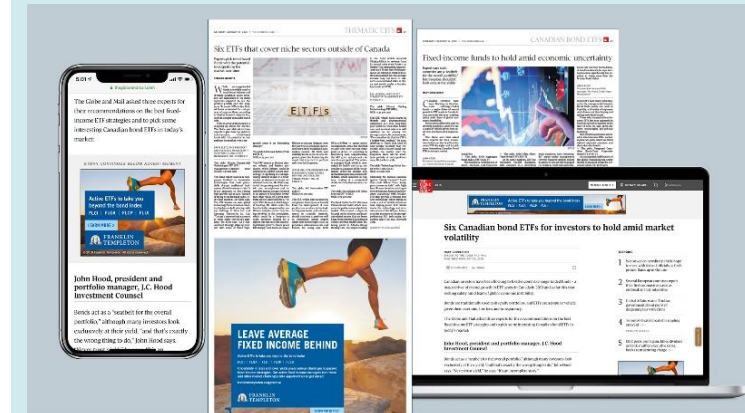
While online shopping existed before the pandemic, it truly took off once COVID-19 hit, as people came to rely on e-commerce to buy everything they needed amid lockdowns and restrictions. Consumers are now comfortable buying everything -- from clothes to glasses to groceries – online.

At the same time, the brick-and-mortar store hasn't gone away; on the contrary, many shoppers crave those store outings more than ever, and are looking for an even more special shopping “experience” when they do head out the door to shop. This special feature will examine the “future of shopping” – from the latest in online shopping trends to the exciting and interesting things retailers are doing to enhance in-person shopping.

*For additional information, contact **KEITH RYDER**,
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INTEGRATED CONTENT FEATURES

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



PRINT: National Edition
637,000 WEEKDAY
PRINT READERS
Source: Vividata Spring 2022,
National, A14+

PRINT/DIGITAL: National Edition
5,860,000 WEEKLY
PRINT/DIGITAL READERS
Source: Vividata Spring 2022,
National, A14+

Integrated Content Features – Advertising Rates

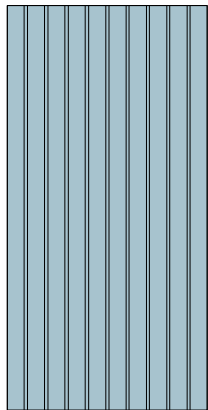
ADVERTISING OPTIONS

Integrated Content Features are offered as bundled advertising packages across print and digital media.

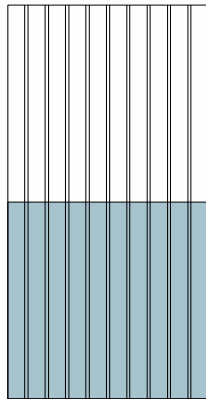
PRINT

YOUR CHOICE OF FULL OR HALF PAGE

- Advertising space can consist of brand ad and/or client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.



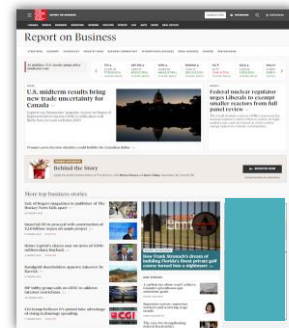
FULL PAGE
10 columns x
280 agates
8.97" x 20.0"



1/2 PAGE
10 columns x
140 agates
8.97" x 10"

DIGITAL

- 300,000 IMPRESSIONS delivered as
 - 50% 300x600 traffic driver ads with advertiser logo next to article link
 - 50% 300x250 big box + 728x90 leaderboard advertiser brand ads
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.



TRAFFIC DRIVERS



ARTICLES RUN IN PARTNERS SECTION WITH ADJACENT SPONSOR BRAND ADS

NATIONAL

FULL PAGE + DIGITAL	\$22,500
1/2 PAGE + DIGITAL	\$16,500

ALL RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

IMPRESSIONS DELIVERED ACROSS GLOBEANDMAIL.COM. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS

RATES ARE NET, AGENCY FEES ARE ADDITIONAL