



2023 METRO EDITORIAL FEATURE – DIGITAL AND NEWSPAPER

## THE 2023 CANADIAN INTERNATIONAL AUTO SHOW

**Editorial Special Reports** are turnkey content adjacency solutions that provide strong connection between advertiser and reader.

Topics are informed by Sophi, The Globe's proprietary content management technology that provides our editorial staff and Globe Content Studio with data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

### Themes for the 2023 Canadian International Auto Show.

After a couple of years of pandemic-related cancellations, The Canadian International Auto show is coming back to Toronto in February 2023, and car enthusiasts will be excited and eager to see what the 2023 show has in store.

The Globe and Mail's Auto Show 2023 special editorial report will feature previews of some of the most buzz-worthy vehicles we can expect to see at the show, stories about the latest trends in hybrid and electric vehicles, tips on how people in the market for a new car can make the most of a visit to the Auto Show, and more.

This consumer-focused report will be designed with the automotive purchaser in mind, so advertisers won't want to miss a chance to get their message out to this audience.

For additional information contact Keith Ryder, Special Reports Associate [kryder@globeandmail.com](mailto:kryder@globeandmail.com)



The Globe reaches 1 in 3 (36%) Canadian International Auto Show visitors.

Globe metro readers are 60% more likely to attend The Canadian International Auto Show  
*\*in the past 12 months*

Print Weekly Readers – 1,997,000 Digital Weekly - 2,693,000

Source: Vividata SCC Fall 2022, Metro, Adults 18+

Standard Booking  
Deadline

Material Deadline

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