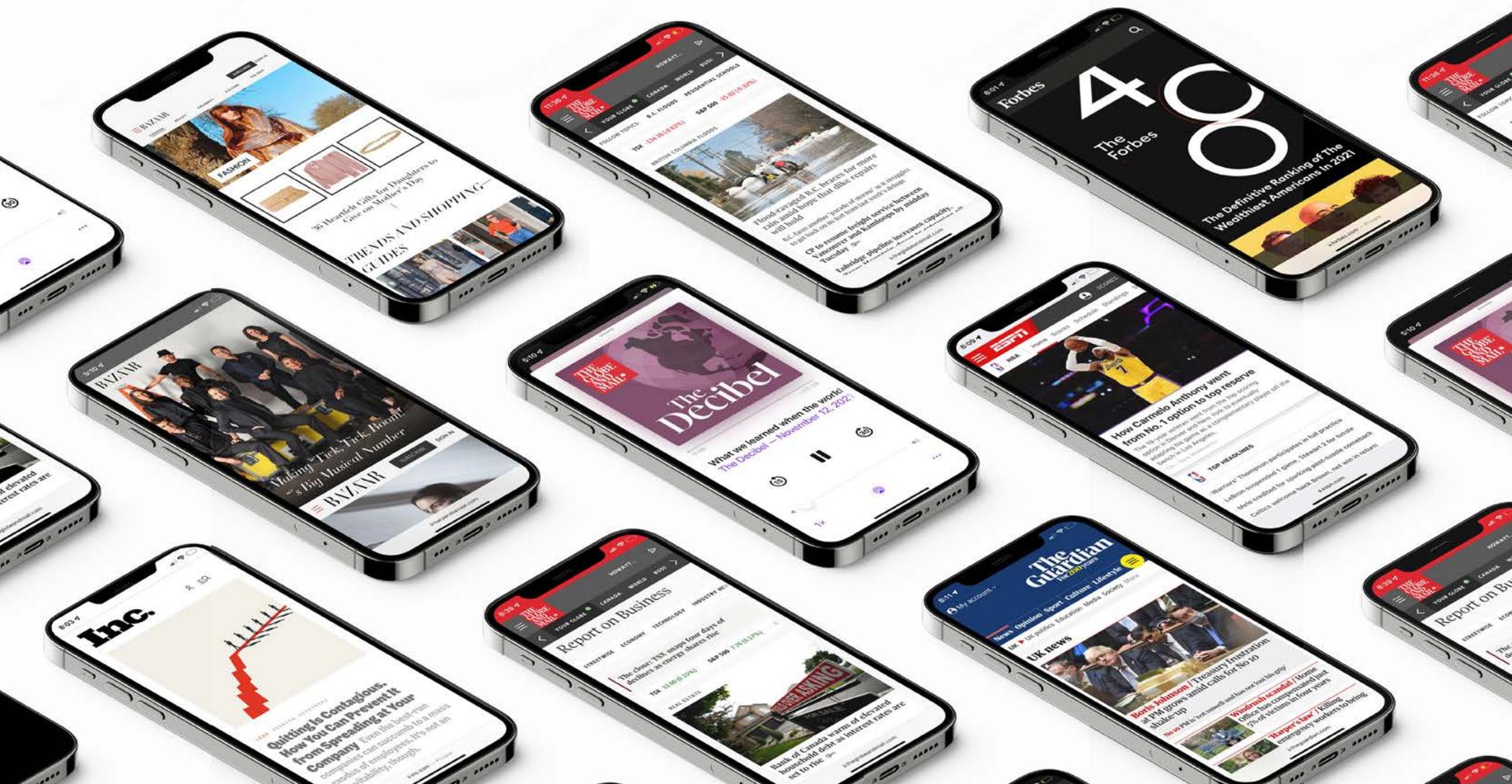




Connect to Canada across the world's best news, business and lifestyle sites.

Media Kit 2023



# A world-class network for brands who lead the way

The Globe and Mail's journalism is engaging and inspiring, trusted and highly influential in business, politics and everyday life. It's why ambitious Canadians make our digital ecosystem their destination to inform how they live their lives.

It's also why The Globe and Globe Alliance, our network of world-class news, business and lifestyle sites, connect leading brands like yours to Canada's highest value audiences. Driven by data, content and creativity, we get your message in front of professionals and consumers who are ready to take action.



<b>THE GLOBE AND MAIL</b>	<b>THE GLOBE AND MAIL Alliance</b>
7.5 Million	18.2 Million
monthly UVs	monthly UVs
Comscore Media Metrix Multi-Platform, Jul-Sep 2022 (Q3) Average	



# Future-forward journalism for now and what's next.

The Globe's bold, influential and change-making journalism provides unmatched opportunities for your brand to build rewarding connections to premium audiences.

Reach your ideal audiences through our 1st-party data-rich, precision-targeting and powerful contextual alignment, engaging brand storytelling and high-impact creative capabilities.

**THE GLOBE AND MAIL** 

**7.5 Million**  
Monthly UVs

**39%**

more likely to be C-Suite Executives

**53%**

more likely to be Small Business Owners

**49%**

more likely to be Senior Managers/Owners

**82%**

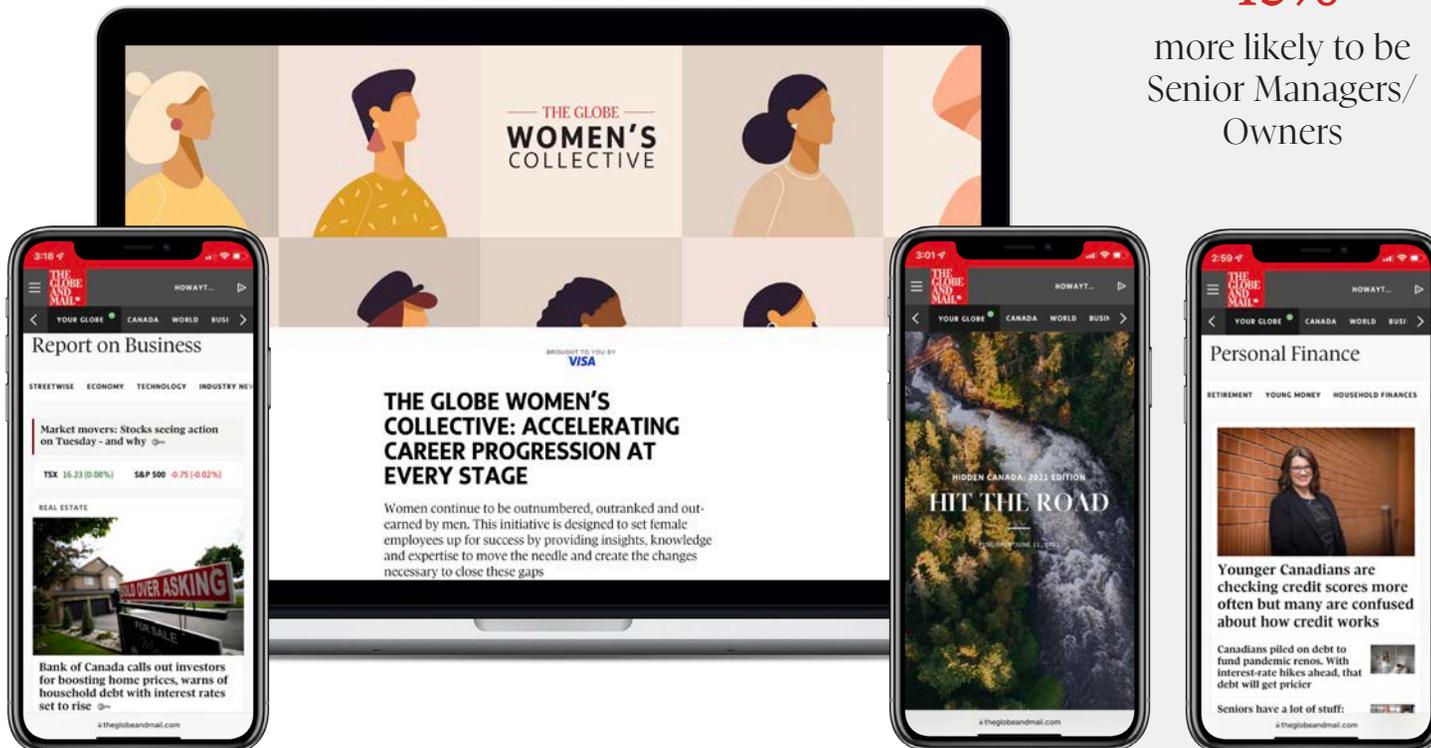
more likely to be involved in business decisions (\$250K+ past 12 months)

**62%**

More likely to have HHI \$200K+

**16%**

more likely to be Online shoppers (Spending \$1,000+ a month)



# Platforms that perform.



## Video

Showcase your brand to engaged audiences across The Globe and our Alliance network, presenting your messaging in pre-roll and in-article delivery.

[GLOBELINK.CA/VIDEO](https://GLOBELINK.CA/VIDEO)



## Editorial Podcasts

Build audience connections with the focused impact of audio in our engaging and award-winning Globe podcasts, including our highly successful weekday news podcast The Decibel.

[GLOBELINK.CA/PODCASTS](https://GLOBELINK.CA/PODCASTS)

## Email Newsletters

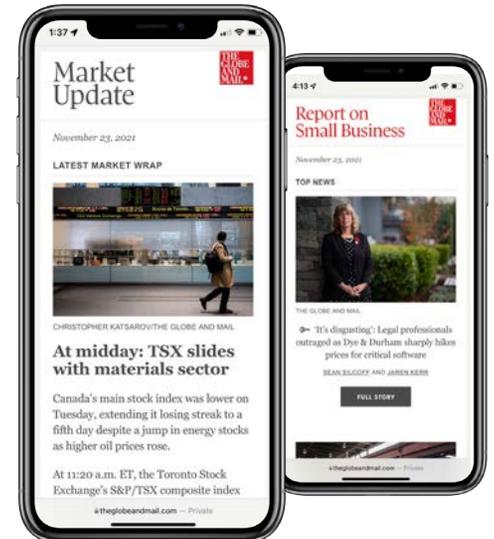
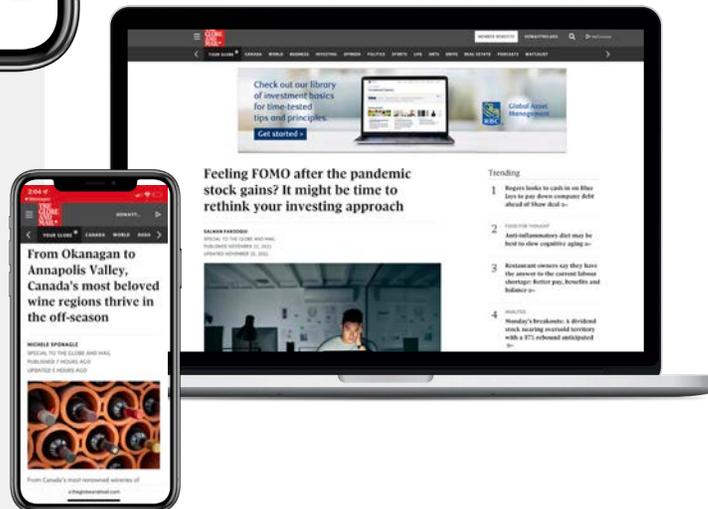
Reach our large, opt-in audience at key times in their day through 20+ content-rich News, Business and Lifestyle editorial emails.

[GLOBELINK.CA/EMAIL](https://GLOBELINK.CA/EMAIL)

## Special Reports and Content Features

Year round, The Globe publishes a wide range of editorial Special Reports and Content Features online and in print, providing powerful contextual alignment to match your audience interests.

[EXPLORE UPCOMING OPPORTUNITIES](#)



Extend your reach across world-class news, business and lifestyle sites



# Alliance

18.2 Million

monthly UVs

## News, Business and Finance

13.8 million UVs



Report on Business

Globe Investor

The Guardian



The Washington Post

THE WALL STREET JOURNAL

MarketWatch

BARRON'S

THE CANADIAN PRESS

FAST COMPANY

Forbes

The Atlantic



## Lifestyle and Entertainment

14 million UVs



Esquire

ESPN

The Washington Post

redbook

HouseBeautiful

GOOD HOUSEKEEPING

ESPN cricinfo

The Guardian

delish

TOWN&COUNTRY

Women'sHealth

Men'sHealth

CountryLiving

Woman'sDay

Real Daily

BAZAAR

RUNNER'S WORLD

POPULAR MECHANICS

BEST

seventeen

CountryLiving

Prevention

Bicycling

shondaland

The Pioneer Woman Magazine

VERANDA

Connect with  
Canada's influential  
professionals and  
consumers.



**67%**  
of C-Suite Executives

**70%**  
of Senior Managers/Owners

**69%**  
of Business Decision Makers

**76%**  
of MOPEs

**81%**  
of High Income Households  
(\$200K+)

**69%**  
of Small Business Owners

**69%**  
of Active Investors  
(10+ online trades per month)

**70%**  
of High Net Worth Canadians  
(\$500K+ investable assets)

**71%**  
of Parents  
(children <18)

**83%**  
of online shoppers  
(past month)



**61%**  
who intend to  
buy Real Estate

**65%**  
who intend to  
purchase a vehicle

**64%**  
who intend  
to Travel

Source: Comscore Plan Metrix Multi-Platform, June 2022 based on % reach. Intent to purchase is based on next 12 months

# Access the power of Globe Data

Drive your brands and your business forward with our proprietary, innovative data platform that's customizable to deliver on your marketing objectives.

## Unique data and insights

Our broad and deep understanding of audience interests, preferences and behaviours provide a vast range of first-party data insights that enable us to develop and deploy highly effective marketing programs.



## Performance focus

Our capabilities will guide your strategy and optimize in-market performance, achieving your business goals and informing your future campaigns.



## Advanced Targeting

With pinpoint accuracy, we'll deliver your messaging to engaged, motivated audiences across The Globe's ecosystem and the Globe Alliance network, within the most brand enhancing content.

**Audience segments** including decision-makers, business owners, active investors, high-net-worth households, travelers, luxury shoppers and more.

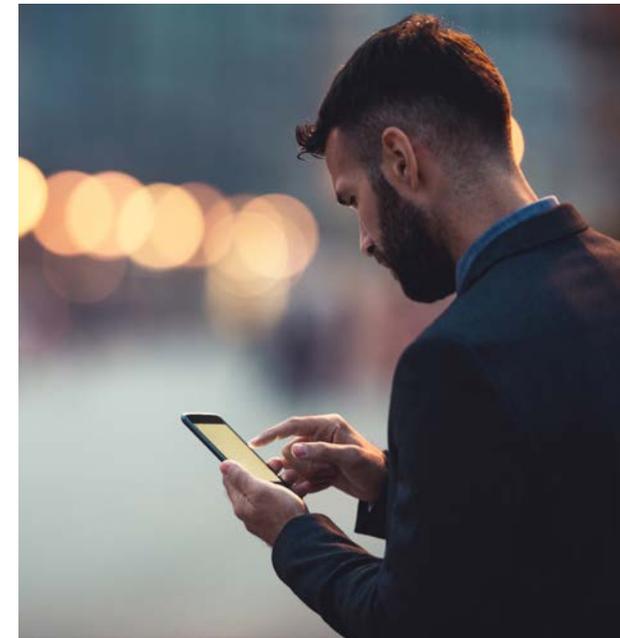
**Contextual themes** based on real-time content and sentiment analysis, to align your message in the most relevant and brand suitable content.

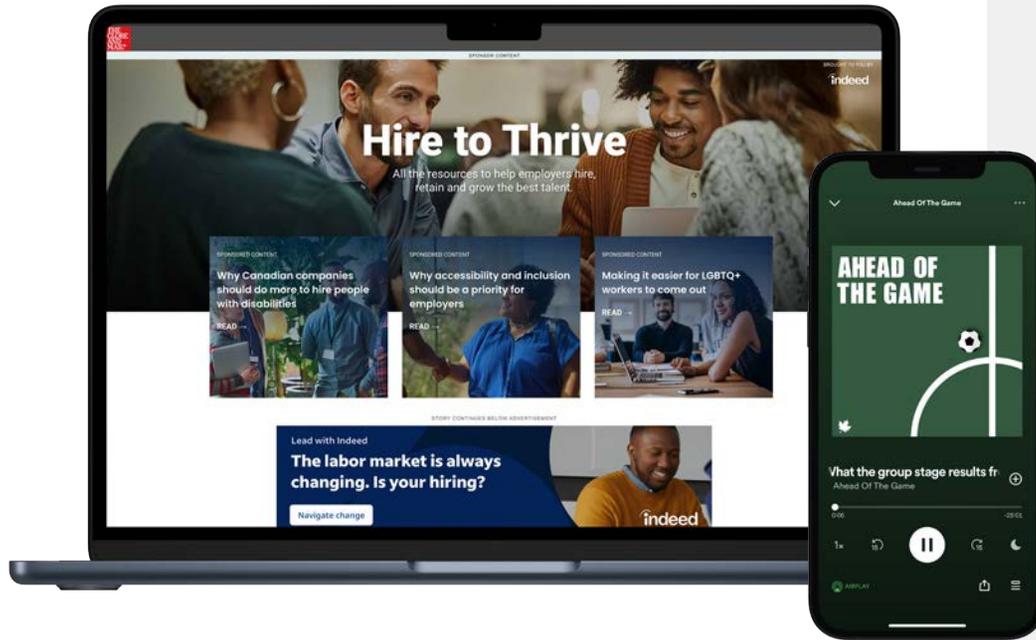
**Audience**

**Context**

**Sentiment**

**Suitability**





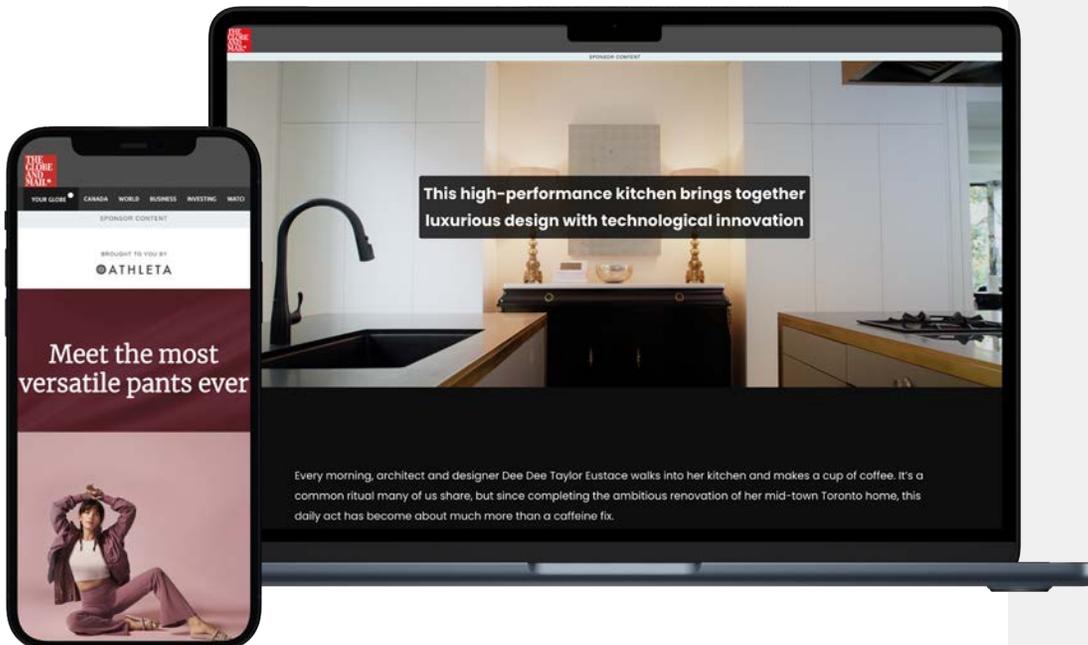
# Elevate your brand through world-class storytelling

Our team of editors, data analysts, strategists and designers create highly creative, engaging digital content marketing programs that resonate with audiences.

We help brands deliver rewarding experiences across digital and social platforms, in video, podcasts, branded websites, in print and events to achieve wide-reaching marketing impact.

Discover how partnering with Globe Content Studio will elevate your brand's marketing.

[EXPLORE GLOBE CONTENT STUDIO](#)



# Stand out in outstanding creative

Take advantage of our full-service Creative Studio's expertise to produce innovative and highly-effective advertising.

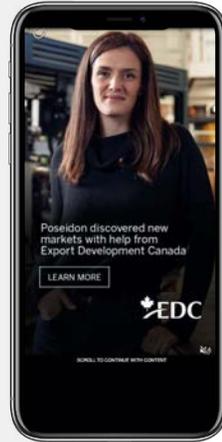
From standard IAB formats to stunning site-specific formats – designed to grab attention and deliver engaging content and compelling messaging – we'll help you achieve the marketing impact you need.

## Get inspired in our creative gallery

[GLOBELINK.CA/DIGITAL-GALLERY](https://GLOBELINK.CA/DIGITAL-GALLERY)

## Creative formats and specifications

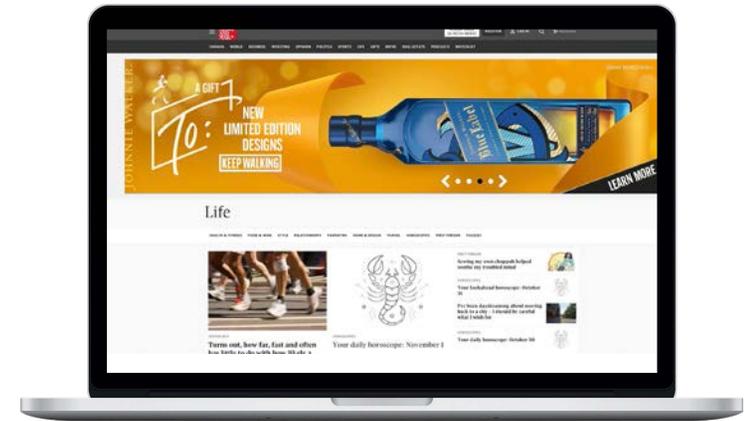
[GLOBELINK.CA/DIGITAL-SPECS](https://GLOBELINK.CA/DIGITAL-SPECS)



### Grab attention

#### < Interscroller

Capture the most mobile attention with creative that expands to fill the screen as people swipe through articles.

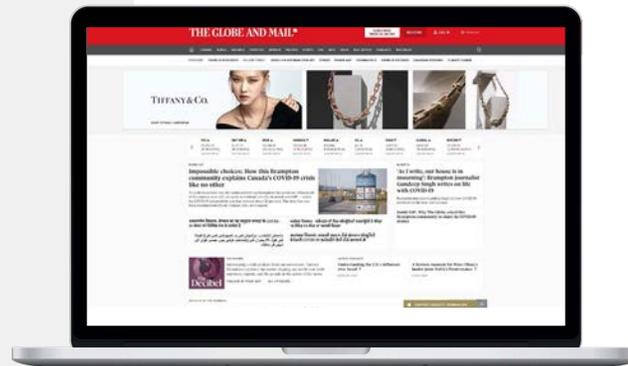


### Superhero ^

Dominate reader attention in premium positions and seamlessly deliver your message across screens.

### Drive consumer response

Work with us to develop creative that drives engagement and conversion through unique and innovative features such as games, integrated social feeds and shoppable content to achieve exceptional campaign performance.



### Own the Day

Deliver on your KPIs with turnkey performance sponsorships that focus on specific marketing objectives.

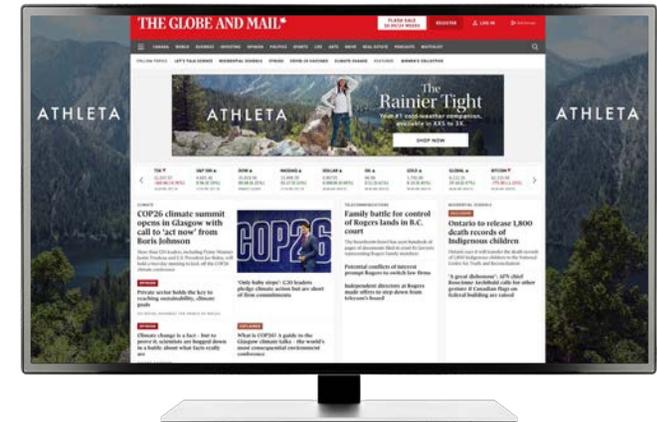
**Audience:** Connect with target consumer segments

**Impact:** Deliver attention-grabbing, highly creative experiences

**Reach:** Communicate to the most readers in one day

**Response:** Capturing attention to drive conversions

[EXPLORE OWN THE DAY](#)



### Wallpaper ^

Make a statement with bold, immersive brand impact that's perfect for section dominations and launches

# Go Programmatic

Access our Programmatic capabilities to deliver high impact programs across The Globe and Alliance sites, with the scale, actionable insights and performance to achieve your objectives.

## Guaranteed

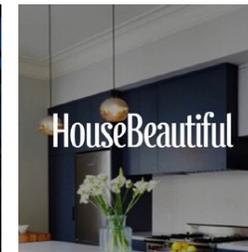
Secure the best of our inventory for your sponsorships, video, and custom high-impact creative, reserving the placements that are essential for your campaign's success.

Tap into The Globe's unique 1st party data with our audience and contextual targeting capabilities to deliver the results you need.

## Non-guaranteed

Achieve your KPIs through Globe custom deals that provide the flexibility to manage your investment in our inventory at fixed rates or with auction deal pricing.

[GLOBELINK.CA/PROGRAMMATIC](https://GLOBELINK.CA/PROGRAMMATIC)



## Take the next step

For more information – including rates – and to create powerful marketing campaigns, please contact your Globe Media Group Team.

### WESTERN CANADA

BC, NWT, Nunavut

TEL 604.679.6370

Alberta, Saskatchewan

TEL 403.774.8024

advertisingwesternca@globeandmail.com

### TORONTO ONTARIO & MANITOBA

TEL 416.585.5111

TOLL FREE 1.800.387.9012

advertising@globeandmail.com

### EASTERN CANADA

Ottawa Region, Quebec, Atlantic Canada

TEL 514.982.3050

TOLL FREE 1.800.363.7526

advertising@globeandmail.com

### UNITED STATES, WORLDWIDE

TEL 1.800.383.7677

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