



2024 METRO EDITORIAL SPECIAL REPORT – DIGITAL AND NEWSPAPER

THE 2024 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 2024 Canadian International Auto Show

After near-record attendance numbers at last year’s Canadian International Auto Show, this year the show will return with plenty of exciting cars for enthusiasts to see and experience, especially around the in-demand electrified vehicles.

The Globe and Mail’s Auto Show 2024 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
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27%
more likely to
plan on
purchasing a
vehicle in next
12 months

11%
more likely to
have 2+
vehicles in their
household

Print Weekly Readers – **1,255,000**

Digital Weekly Readers - **2,661,000**

Source: Vividata SCC Spring, 2023, Ontario (Metro) – excludes Ottawa/Gatineau, Adults 18+

Ad Booking Deadline	Material Deadline	Publishing Date
January 16, 2024	January 26, 2024	Friday, February 16, 2024