



THE GLOBE AND MAIL

CANADA'S #1 NATIONAL NEWSPAPER IS YOUR CONNECTION TO THE MOST INFLUENTIAL AND RESPONSIVE AUDIENCE

National 2017

THE GLOBE AND MAIL Media Group

CANADA'S NEWSPAPER

In a supposedly post-truth era, The Globe's journalism is thought-provoking, agenda-setting, trusted and uniquely influential across social, business and political life.

It's what makes us an essential read for Canadians who seek insight, clarity and perspective on the issues that affect our domestic outlook and the world at large.

While audience attention for other media is often heavily distracted, our readers spend quality, focused time reading their Globe. It's an intimate, absorbed and fiercely loyal readership.

And, as the only Canadian newspaper with this quality of readership, we remain your essential connection to Canada's most influential and responsive audience – at a time when quality journalism is needed more than ever.

1,168,000

average weekday readers

1,887,000

average weekend readers

The choice of all ages

Millennials are our largest group of print readers

Under 34
31%



35 – 49
20%

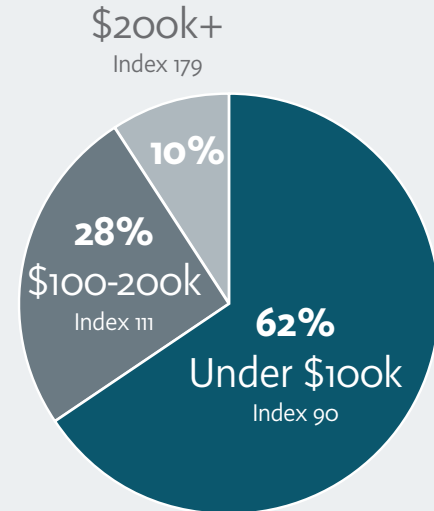


50 – 64
26%

65+
23%



The choice of all incomes



Canada's leading news brand

(Print + Digital)

THE GLOBE AND MAIL*

6.3 million

(6 day)

NATIONAL POST

4.3 million

(6 day)

thestar.com

5.2 million

(6 day)

WEEKDAY EDITIONS



Featuring unmatched print quality and vivid colour on every page, every edition of our newspaper delivers vital, authoritative and compelling news, business and lifestyle coverage to **1,318,000*** Canadian influencers.

SECTION	EDITIONS	REQUIREMENTS	PUBLISHING DAY AND DEADLINES				
			Monday	Tuesday	Wednesday	Thursday	Friday
News	Metro, Central, National, East, West, B.C., AB						
Report on Business	National	Pubset booking and copy	4:30pm Wed	4:30pm Thu	4:30pm Fri	4:30pm Mon	4:30pm Tue
Globe Sports (standalone except for Globe B.C. & AB)	Metro National	Camera-ready booking & material Copy changes	4:30pm Thurs	4:30pm Fri	4:30pm Mon	4:30pm Tue	4:30pm Wed
			4:30pm Fri	4:30pm Mon	4:30pm Tue	4:30pm Wed	4:30pm Thu
Globe British Columbia	B.C.						
Globe Life & Arts	Metro National	Pubset booking and copy Camera-ready booking Copy changes Camera-ready material	12:00pm Wed 12:00pm Thurs 2:00pm Thurs 4:30pm Thurs	12:00pm Thurs 12:00pm Fri 2:00pm Fri 4:30pm Fri	12:00pm Fri 12:00pm Mon 2:00pm Mon 4:30pm Mon	12:00pm Mon 12:00pm Tues 2:00pm Tues 4:30pm Tues	12:00pm Tues 12:00pm Wed 2:00pm Wed 4:30pm Wed
Globe Drive	Metro National (4x per year)	Pubset booking and copy Camera-ready booking Camera-ready material Copy changes	—	—	—	12:00pm Mon 2:00pm Mon 12:00pm Tues 12:00pm Tues	—
Globe Real Estate	Metro (In B.C. and AB on Sat)	Pubset booking and copy Camera-ready booking Camera-ready material Copy changes	—	—	—	—	12:00pm Tues 4:00pm Tues 12:00pm Wed 12:00pm Wed
Globe Careers (in ROB)	Central National (in ROB)	Pubset booking and copy Camera-ready booking & material Copy changes	4:30pm Wed 2:00pm Thurs 12:00pm Fri	—	4:30pm Fri 2:00pm Mon 12:00pm Tues	—	4:30pm Tues 2:00pm Wed 12:00pm Thur
Globe Film	Metro	Pubset booking and copy Camera-ready booking, material and copy changes	—	—	—	—	4:30pm Tues 4:30pm Wed

NATIONAL All Canadian provinces and territories, US and overseas
METRO All of Ontario, excluding Ottawa and Ottawa Valley area
CENTRAL Ontario and Quebec

EAST Quebec and Maritimes
WEST Manitoba, Saskatchewan, Alberta and British Columbia
B.C. British Columbia **AB** Alberta

PLEASE NOTE: ALL DEADLINES ARE EASTERN STANDARD TIME | Doubletruck - add 2 business days to existing camera ready deadlines

WEEKEND EDITION



1,894,000 Canadians spend quality time with our weekend edition. It's an engaging, visually rich experience that provides broad perspective on the week's events and expands our lifestyle coverage into a showcase, magazine-influenced Style section.

SECTION	EDITIONS	PUBSET BOOKING & COPY	CAMERA READY BOOKING & MATERIAL	MATERIAL DEADLINE (where different)	COPY CHANGES
News	Metro, Central, National, East, West, B.C., AB	4:30pm Wed	4:30pm Thurs	—	2:00pm Fri
Report on Business	National	4:30pm Wed	4:30pm Thurs	—	2:00pm Fri
Globe Sports (standalone except for B.C. & AB)	Metro, National	4:30pm Wed	4:30pm Thurs	—	2:00pm Fri
Globe British Columbia (includes Real Estate)	B.C.	4:30pm Wed	4:30pm Thurs	—	2:00pm Fri
Globe Alberta (includes Real Estate)	AB	1:00pm Tues	1:00pm Wed	4:30pm Thurs	2:00pm Fri
Globe T.O.	Metro	4:30pm Wed	10:00am Thurs	4:30pm Thurs	2:00pm Thurs
Globe Travel	Metro, Central, National	2:30pm Mon	2:30pm Tues	4:30pm Wed	2:00pm Wed
Globe Style	National	2-weeks prior 4:00pm Thurs	2-weeks prior 4:00pm Fri	1-week prior 4:00pm Thurs	1-week prior 2:00pm Thurs
Globe Careers (in ROB)	Central, National (in ROB)	4:30pm Wed	2:00pm Thurs	—	2:00pm Fri
Globe Arts	Metro, National	10:00am Wed	10:00am Thurs	4:30pm Thurs	2:00pm Thurs
Books (in Globe Arts) Globe Focus (standalone)	National	4:00pm Mon	4:00pm Tues	—	12:00pm Thurs

NATIONAL All Canadian provinces and territories, US and overseas
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EAST Quebec and Maritimes
WEST Manitoba, Saskatchewan, Alberta and British Columbia
B.C. British Columbia **AB** Alberta

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INNOVATION. CREATIVITY. RESULTS.

Build your brand, create audience connections and influence your consumers, across The Globe and Globe Alliance platforms.

1. Own the highest profile editorial features

- Build your audience connection in premium positions within our engaging editorial features.
- Deliver your message across Canada within our high-impact creative options.
- Partner with us to create unique and innovative formats, exclusively for your brand.

➔ Explore GlobeLink.ca/newspaper



2. Build brand impact across our platforms

Combine your magazine sponsorship with other platforms and create reach and impact.

Newspaper
REACH 3.9 MILLION

ROB Magazine
REACH 1.6 MILLION
Print & digital

Globe Digital
REACH 5.8 MILLION
Multi-platform

Globe Alliance
REACH 17 MILLION
Multi-platform



➔ Explore GlobeLink.ca/opportunities

3. Amplify your campaign

Extend your program effectiveness in your paid, owned and earned marketing strategy.

Custom Content
and Native programs

Branded Content

Social

Events



➔ Explore GlobeLink.ca/globeedge

NATIONAL RATES

FULL PAGE = 2,800 LINES (10 COLUMNS x 280 LINES)

ALL RATES ARE GROSS

Rates are effective January 1, 2017

NEWS Daily, all editions

REPORT ON BUSINESS Daily, National edition

GLOBE T.O. Saturday, Metro edition

GLOBE REAL ESTATE Friday, Metro edition

GLOBE TRAVEL Tuesday in Globe Life & Arts, National and Metro edition
Saturday – standalone section – National, Central and Metro edition

GLOBE DRIVE Thursday, Metro edition

	MONDAY TO FRIDAY			SATURDAY		
	National	Central (ON/PQ)	Metro	National	Central (ON/PQ)	Metro
Transient	\$31.88	\$27.42	\$25.18	\$35.06	\$30.16	\$27.71
\$15,000	27.91	24.00	22.04	30.69	26.38	24.24
\$25,000	27.09	23.32	21.40	29.81	25.63	23.54
\$50,000	26.30	22.62	20.78	28.94	24.88	22.85
\$100,000	25.51	21.93	20.16	28.06	24.13	22.15
\$150,000	24.70	21.26	19.52	27.18	23.38	21.48
\$250,000	23.91	20.56	18.89	26.30	22.62	20.78
\$350,000	22.96	19.75	18.14	25.26	21.72	19.94
\$500,000	21.99	18.92	17.37	24.18	20.81	19.13
\$750,000	21.03	18.09	16.61	23.14	19.91	18.29
\$1,000,000	20.08	17.27	15.87	22.09	19.00	17.45
\$1,500,000	19.14	16.46	15.12	21.03	18.09	16.61
\$2,000,000	18.17	15.63	14.37	19.97	17.19	15.80
\$2,500,000	17.22	14.80	13.61	18.94	16.29	14.95

COLOUR

Monday to Saturday	National	Central	Metro
Half page plus	\$10,697	\$9,727	\$8,950
Less than half page	\$8,557	\$7,782	\$6,846

	MONDAY TO FRIDAY			SATURDAY		
	National	Central (ON/PQ)	Metro	National	Central (ON/PQ)	Metro
Transient	\$19.77	\$17.00	\$15.62	\$21.73	\$18.70	\$17.18
\$15,000	17.29	14.86	13.75	19.02	16.36	15.03
\$25,000	16.80	14.44	13.27	18.48	15.89	14.60
\$50,000	16.31	14.04	12.88	17.94	15.42	14.17
\$100,000	15.81	13.61	12.50	17.39	14.95	13.74
\$150,000	15.32	13.18	12.11	16.85	14.48	13.31
\$250,000	14.82	12.74	11.70	16.31	14.04	12.88
\$350,000	14.23	12.74	11.24	15.65	13.45	12.36
\$500,000	13.64	11.74	10.78	15.00	12.90	11.85
\$750,000	13.05	11.22	10.30	14.36	12.34	11.33
\$1,000,000	12.46	10.71	9.83	13.69	11.79	10.82
\$1,500,000	11.86	10.20	9.36	13.05	11.22	10.30
\$2,000,000	11.26	9.69	8.90	12.38	10.66	9.80
\$2,500,000	10.69	9.17	8.44	11.75	10.10	9.27

COLOUR

Monday to Saturday	National	Central (ON/PQ)	Metro
Half page plus	\$8,557	\$7,782	\$6,846
Less than half page	\$6,846	\$6,846	\$5,477

NATIONAL RATES

FULL PAGE = 2,800 LINES (10 COLUMNS x 280 LINES)

ALL RATES ARE GROSS

Rates are effective January 1, 2017

GLOBE LIFE & ARTS Monday - Friday,
National and Metro editions

GLOBE SPORTS Monday - Saturday,
National and Metro editions

GLOBE FILM Friday, Metro edition

GLOBE STYLE Saturday, National edition

GLOBE ARTS Saturday, National and Metro editions

BOOKS Saturday, in Globe Arts, National edition

GLOBE FOCUS Saturday, National edition

	MONDAY TO FRIDAY		SATURDAY	
	National	Metro	National	Metro
Transient	\$14.99	\$11.84	\$16.48	\$13.03
\$15,000	13.10	10.37	14.42	11.40
\$25,000	12.73	10.06	14.03	11.07
\$50,000	12.36	9.76	13.61	10.74
\$100,000	11.99	9.47	13.19	10.42
\$150,000	11.61	9.17	12.76	10.09
\$250,000	11.24	8.87	12.36	9.76
\$350,000	10.79	8.52	11.86	9.36
\$500,000	10.32	8.17	11.37	8.99
\$750,000	9.88	7.81	10.87	8.59
\$1,000,000	9.45	7.47	10.39	8.20
\$1,500,000	9.00	7.10	9.88	7.81
\$2,000,000	8.54	6.75	9.40	7.43
\$2,500,000	8.09	6.40	8.90	7.12

COLOUR

Monday to Saturday	National	Metro
Half page plus	\$8,557	\$7,782
Less than half page	\$6,846	\$5,477

PLEASE NOTE: All rates are gross \$ Canadian per line (unless otherwise noted), based on annual dollar volume contract commitment.

Before booking your ad, please refer to the Globe advertising information on page 9, and review our terms and conditions, available from GlobeLink.ca/mediakits

REGIONAL RATES

FULL PAGE = 2,800 LINES (10 COLUMNS x 280 LINES)

Regional editions are only available in our News section, except for:

BRITISH COLUMBIA EDITION – News and Globe B.C. section (includes B.C. Real Estate on Saturday)

ALBERTA EDITION – News and Globe Alberta section (includes AB Real Estate on Saturday)

ALL RATES ARE GROSS

Rates are effective January 1, 2017

Western Advertising Rates

	MONDAY TO FRIDAY				SATURDAY			
	Western	B.C.	Alberta	AB/Sask/ MAN	Western	B.C.	Alberta	AB/Sask/ MAN
Transient	\$8.44	\$4.82	\$3.42	\$4.45	\$9.29	\$5.31	3.76	\$4.90
\$5,000	8.44	4.35	3.09	4.00	9.29	4.78	3.40	4.41
\$10,000	7.59	4.22	2.99	3.91	8.35	4.66	3.29	4.29
\$15,000	7.38	4.22	2.99	3.91	8.13	4.66	3.29	4.29
\$25,000	7.17	4.11	2.91	3.79	7.89	4.53	3.20	4.16
\$50,000	6.97	3.98	2.83	3.66	7.66	4.37	3.11	4.04
\$75,000	6.75	3.87	2.74	3.56	7.43	4.25	3.01	3.92
\$100,000	6.54	3.74	2.65	3.45	7.20	4.12	2.92	3.80
\$150,000	6.33	3.61	2.57	3.34	6.97	3.98	2.84	3.66
\$250,000	6.08	3.48	2.57	3.20	6.69	3.83	2.72	3.52

Eastern Advertising Rates

	MONDAY TO FRIDAY					SATURDAY				
	OTT	PQ	OTT/ PQ	ATL	Eastern	OTT	PQ	OTT/ PQ	ATL	Eastern
Transient	\$3.69	\$3.69	\$3.89	\$3.34	\$6.92	\$4.06	\$4.06	4.28	\$3.66	\$7.61
\$3,500	3.22	3.22	3.40	2.91	6.92	3.55	3.55	3.74	3.20	7.61
\$6,500	3.22	3.22	3.40	2.91	6.06	3.55	3.55	3.74	3.20	6.66
\$13,000	3.22	3.22	3.40	2.91	5.96	3.55	3.55	3.74	3.20	6.54
\$25,000	3.22	3.22	3.40	2.91	5.85	3.55	3.55	3.74	3.20	6.43
\$35,000	2.91	2.91	3.09	2.64	5.74	3.20	3.20	3.38	2.90	6.32
\$50,000	2.91	2.91	3.09	2.64	5.65	3.20	3.20	3.38	2.90	6.20
\$65,000	2.91	2.91	3.09	2.64	5.47	3.20	3.20	3.38	2.90	6.02

COLOUR

	Western	B.C.	Alberta	AB/Sask/ MAN
Half page plus	\$6,103	\$1,967	\$1,858	\$1,967
Less than half page	\$4,880	\$1,591	\$1,485	\$1,591

COLOUR

	Ottawa	PQ	OTT/PQ	ATL	Eastern
Half page plus	\$2,581	\$2,581	\$2,581	\$2,581	\$3,747
Less than half page	\$2,069	\$2,069	\$2,069	\$2,069	\$2,997

PLEASE NOTE: All rates are gross \$ Canadian per line (unless otherwise noted), based on annual dollar volume contract commitment.

Before booking your ad, please refer to the Globe advertising information on page 9, and review our terms and conditions, available from GlobeLink.ca/mediakits

EARLUG RATES

EARLUG SIZE: 2.36" WIDE x 0.75" DEEP

ALL RATES ARE GROSS

Rates are effective January 1, 2017

Rates are black & white.

Contact your sales representative for colour rates.

SECTION FRONTS	FREQUENCY	MONDAY TO FRIDAY		SATURDAY	
		Metro	National	Metro	National
Report on Business	Transient	—	\$1,508	—	\$1,585
	26X	—	1,483	—	1,558
	52X	—	1,442	—	1,512
Pages within ROB: Globe Investor (Mon-Sat), Property Report (Tuesday), TGIM (Monday)	Transient	—	744	—	779
	26X	—	485	—	509
	52X	—	445	—	467
Globe Sports (Monday-Saturday) Globe Life & Arts (Monday-Friday) Globe Film (Friday, Metro) Globe Arts (Saturday) Globe T.O. (Saturday, Metro)	Transient	\$559	708	\$589	746
	26X	552	698	579	733
	52X	534	677	560	711
Globe Travel (Saturday)	Transient	—	—	777	983
	26X	—	—	763	965
	52X	—	—	741	935
Globe Careers (Monday, Wednesday, Friday, Saturday)	Transient	—	499	—	550
	26X	—	330	—	365
	52X	—	303	—	332
Globe Drive (Thursday) Metro Globe Real Estate (Friday) Metro	Transient	630	—	—	—
	26X	413	—	—	—
	52X	379	—	—	—

ADVERTISING INFORMATION

PLEASE NOTE: Before booking any advertising, please review our terms and conditions available from GlobeLink.ca/mediakits

Colour mandatory positions

Certain positions are colour mandatory. Please contact your Globe representative for details.

- The Front News section is wrapped in semi-gloss premium stock Monday through Saturday. These pages feature our front banner, page 2, inside back cover (IBC) and outside back cover (OBC) advertising positions.
- The Globe Style (Saturday) section is printed on our semi-gloss premium stock.
- \$5,000 surcharge net per page except for Globe Style.

Additional information

- **Position charge:** +25 per cent.
- **Front News Banner:** +50 per cent.
- **Page 3, News:** +40 per cent.
- **Front Report on Business banner:** +25 per cent.
- **Pages 2 & 3, Report on Business:** +40 per cent.
- **Floating Banners:** +50 per cent.
- **Double Trucks:** Gutter is charged as full column.
- **Regional material changes:** \$579 per split.
Not available in Report on Business, Style, Books or Careers.
- **Charge for affidavits:** \$100.
- **Cancellation charge:** 50 per cent for ads cancelled after deadline. No cancellations accepted the day prior to publication.
- There is a \$100 production charge for ads under 50 MAL that are not camera-ready.
- The Publisher shall not be liable for errors in advertisements beyond the actual space paid. No liability for non-insertions of any advertisement.

Advertising specifications

Page dimensions: 10 Columns, 9.88" wide x 20" deep - 280 Agate lines (2,800 lines per 10 column page)

For complete layout, mechanical and digital specifications, please visit GlobeLink.ca/ad-formats

Access our technical specifications and upload completed advertising: adforward.globeandmail.ca



Take the next step

Your Globe Media team is ready to assist you in planning, deploying and measuring your next campaign. Let's make it the most successful one yet.

WESTERN CANADA

BC, NWT, Nunavut, Saskatchewan

TEL 604.631.6608

Alberta

TEL 403.245.4987

advertisingwesternca@globeandmail.com

TORONTO ONTARIO & MANITOBA

TEL 416.585.5111

TOLL FREE 1-866-999-9237

advertising@globeandmail.com

EASTERN CANADA

Ottawa Region, Quebec, Atlantic Canada

TEL 514.982.3050

TOLL FREE 1.800.363.7526

advertisingeasternca@globeandmail.com

UNITED STATES, WORLDWIDE

TEL 1.212.946.0219

globeandmail@thenewbase.com

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