

# GLOBE DIGITAL

CONNECT WITH 17 MILLION CANADIANS, ACROSS THE WORLD'S BEST NEWS, BUSINESS AND LIFESTYLE SITES

2017

# CONNECT TO CANADA'S INFLUENCERS, ACROSS THE WORLD'S BEST DIGITAL JOURNALISM

Every day, The Globe and Mail and our Globe Alliance partners deliver breaking news, engaging content and insightful commentary to your target audience, on the platform of their choice.

Within The Globe and across our portfolio of premium news, business and lifestyle sites, we reach your ideal consumers through powerful contextual sponsorships and precision-targeted delivery.

Partner with us and create powerful marketing campaigns that engage your ideal consumers and achieve your objectives.



## THE GLOBE AND MAIL Alliance

### Access 17 million Canadian UVs, every month

Across desktop, mobile, apps and video content, and across 30+ partner sites and content channels, your target audience is here.

### NEWS, BUSINESS AND FINANCE 14.9 MILLION

### LIFESTYLE & ENTERTAINMENT 6.7 MILLION

### Arts & Entertainment 3 MILLION

### Fashion & Beauty 2.4 MILLION

### Home & Décor 2.3 MILLION

### Men's Lifestyle 1.5 MILLION



**YOUR #1 NETWORK TO REACH PREMIUM NEWS, BUSINESS AND FINANCE AUDIENCES.**

Total, unduplicated News, Business and Finance audience: **14.9 million UVs**

Q3 2016	TOTAL MULTI-PLATFORM UNIQUE VISITORS	MALE/FEMALE %	DESKTOP COMPOSITION				MULTI-PLATFORM COMPOSITION				
			AVG. AGE	AVG. HHI	HHI \$75K+	HHI \$100K+	A 18-34	A 25-54	W 25-54	M 25-54	A 55+
<b>THE GLOBE AND MAIL</b>	5,751,000	53/47	46	\$82,512	113	114	112	125	117	132	133
<b>abc NEWS</b>	1,387,000	46/56	45	76,644	97	93	134	130	137	125	102
<i>The Atlantic</i>	1,242,000	52/48	43	80,928	111	103	172	120	103	137	86
<b>FAST COMPANY</b>	550,000	52/48	36	79,458	107	99	120	88	72	104	31
<b>Forbes</b>	4,258,000	53/47	42	78,797	110	104	191	119	107	130	68
<b>theguardian</b>	4,910,000	50/50	44	75,982	112	107	154	128	126	131	90
<b>Inc.</b>	683,000	42/58	40	77,811	102	102	157	142	171	115	68
<b>REUTERS</b>	1,024,000	61/39	47	80,062	102	101	91	129	100	156	114
THE TIMES OF INDIA	528,000	56/44	42	82,448	104	86	168	153	142	164	51
<b>THE WALL STREET JOURNAL Digital Network</b>	1,981,000	66/34	45	80,008	116	110	121	128	82	173	123
<b>The Washington Post</b>	2,995,000	54/46	47	78,797	105	104	130	126	116	136	126



# Alliance

NEWS BUSINESS FINANCE

## SHOWCASE YOUR BRAND IN THE WORLD'S MOST RESPECTED NEWS SITES

### THE GLOBE AND MAIL

Each day, The Globe engages Canadians with authoritative, award-winning coverage and analysis of news, politics, business and lifestyle topics.



The news division of ABC, offering breaking national and world news, broadcast video coverage, and exclusive interviews.



America's leading destination for brave thinking and bold ideas that matter, The Atlantic is the source of opinion, commentary, and analysis for the most influential individuals.

### FAST COMPANY

Inspiring a new breed of innovative and creative thought leaders by delivering inspirational business and design innovation, world-changing ideas and creativity in branding, tech and entertainment.

### Forbes

Delivering an engaging mix of top stories, video and trending features to the world's business leaders, entrepreneurs, business owners, managers and investors who share an unshakable belief in the spirit of free enterprise.

### theguardian

Delivering a unique blend of UK and international news, business, politics, culture, sport and commentary, the world's leading liberal voice connects with progressive and connected consumers.

### Inc.

The essential resource for entrepreneurial business owners and decision-makers who are starting and growing their company – including advice, tools and services.



Reuters is the world's largest multimedia news organization delivering coverage of financial markets and world events with speed, accuracy, and credibility.

### THE TIMES OF INDIA

Times of India brings the latest news and breaking headlines on politics and current affairs in India and around the world, sports, business, Bollywood and more.

### THE WALL STREET JOURNAL Digital Network

The Wall Street Journal Digital Network is the largest online publisher of original business news and financial information, for those who seek the news and information critical to their business and personal lives.

### The Washington Post

In the capital and beyond, The Washington Post delivers news and understanding about the politics, policies, regulations, agencies and leaders that make Washington the world's seat of power.

For information about **our partner sites**, visit

[GlobeLink.ca/alliance](https://GlobeLink.ca/alliance)

For information about **upcoming sponsorships**, explore

[GlobeLink.ca/opportunities](https://GlobeLink.ca/opportunities)



Total, unduplicated Lifestyle and Entertainment audience: **6.7 million UVs**

Q3 2016	TOTAL MULTI-PLATFORM UNIQUE VISITORS	MALE/FEMALE %	DESKTOP COMPOSITION				MULTI-PLATFORM COMPOSITION				
			AVG. AGE	AVG. HHI	HHI \$75K+	HHI \$100K+	A 18-34	A 25-54	W 25-54	M 25-54	A 55+
abc NEWS	1,387,000	46/56	45	\$76,644	97	93	134	130	137	124	102
<b>COSMOPOLITAN</b>	413,000	49/51	38	78,889	106	104	158	111	114	108	82
CountryLiving	192,000	22/78	47	75,264	90	76	67	128	211	48	139
<b>delish</b>	618,000	28/72	50	76,508	93	92	126	125	186	65	114
<b>ELITE DAILY</b>	709,000	37/63	33	79,703	116	83	251	126	156	97	15
<b>E L L E</b>	684,000	28/72	39	75,653	92	87	151	106	185	29	125
<b>Esquire</b>	175,000	69/31	44	75,418	92	88	94	125	65	182	110
Globe Arts	581,000	58/42	49	87,035	125	146	65	131	109	152	136
Globe Drive	424,000	64/36	45	79,424	98	99	145*	119*	96*	140*	137*
Globe Life	1,502,000	46/54	47	83,697	115	119	96	127	140	114	130
Globe Sports	849,000	58/42	48	82,082	112	123	73	122	95	148	152
GOOD HOUSEKEEPING	256,000	30/70	44	75,253	95	86	92	126	190	65	124
theguardian	465,000	39/61	43	79,570	103	98	178	104	122	87	67
BAZAAR	247,000	52/48	39	71,743	81	91	79	102	110	95	185
HouseBeautiful	72,000	28/72	52	63,479	66	51	62	103	149	58	205
<b>marie claire</b>	116,000	31/69	41	71,026	90	76	121	100	159	43	127
<b>Popular Mechanics</b>	227,000	72/28	46	82,698	116	103	76	119	89	147	150
<b>redbook</b>	182,000	35/65	44	74,018	89	85	215	103	142	66	70
ROAD & TRACK	210,000	90/10	46	75,592	94	80	128*	148*	15*	265*	64*
<i>seventeen</i>	119,000	28/72	30	76,710	107	89	176	91	130	54	16
TOWN&COUNTRY	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
VERANDA	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
<b>WomansDay</b>	249,000	25/75	43	80,350	117	84	163	151	244	71	45



# Alliance

LIFESTYLE & ENTERTAINMENT GROUP

## SHOWCASE YOUR BRAND IN THE MOST ENGAGING LIFESTYLE SITES

### THE GLOBE AND MAIL\*

Globe Life, Arts, Sports, Travel and Drive channels provide a rich combination of lifestyle content for every interest, with a vibrant mix of news, trends, reviews and videos.



Entertainment and Lifestyle content is a fundamental part of ABC news coverage, with an emphasis on video and exclusive interviews.

### COSMOPOLITAN

Cosmo targets contemporary women, featuring beauty, fashion, career and sex advice.

### CountryLiving

Home decorating ideas, recipes, plus antiques and more from the editors of Country Living.

### delish

For home cooks who are hungry for something good. Thousands of tested recipes, menus, cooking shortcuts, dinner ideas, family meals, and more at Delish.

### ELITE DAILY

Elite Daily is the voice of Generation Y. Connect with the Millennial generation on a personal level.

### ELLE

The latest news in fashion, beauty and celebrity style, brought to you by the team at ELLE

### ELLE DÉCOR

Elegant home decor inspiration and interior design ideas, provided by the experts at ELLE DÉCOR.

### Esquire

Esquire is the destination for the latest lifestyle and entertainment news, political commentary, celebrity interviews, men's fashion advice and food and drink recipes.

### GOOD HOUSEKEEPING

Good Housekeeping is your destination for everything from recipes to product reviews to home decor inspiration.

### theguardian

Culture, Lifestyle and Travel content with a decided UK and European flavor, from one of the world's leading news brands.

### BAZAAR

Sophisticated, elegant and provocative, Harper's Bazaar is the fashion resource for women who are the first to buy the best, from casual to couture.

### HouseBeautiful

Get the latest home decor inspiration and news from the editors of House Beautiful Magazine.

### marie claire

The site that women turn to for information on fashion, style, hairstyles, beauty, women's issues, careers, health, and relationships.

### Popular Mechanics

Popular Mechanics covers a variety of information on home improvement, automotive needs, electronics, computers and more.

### redbook

More of what readers want: fashion deals, beauty tricks, weight-loss secrets and ways to be happier – for less!

### ROAD & TRACK

Catch the latest car reviews, auto show coverage, racing stats, interviews and more from the editors at Road & Track.

### seventeen

Get the latest fashion, beauty, dating, and health tips on Seventeen. Plus, win freebies, and take quizzes.

### TOWN&COUNTRY

The trusted source of privileged information, taste, elegant living, and unpretentious fun – an irreplaceable guide to the very best the world has to offer.

### VERANDA

Home Design and Interior Decorating is what VERANDA is all about.

### Woman'sDay

Woman's Day is your source for healthy recipes, relationship advice and DIY home decor ideas.

For information about our partner sites, visit

[GlobeLink.ca/alliance](http://GlobeLink.ca/alliance)

For information about upcoming sponsorships, explore

[GlobeLink.ca/opportunities](http://GlobeLink.ca/opportunities)



# ACCESS THE POWER OF PREMIUM CONTEXT

Build your campaign engagement and response by presenting your campaign within the highest quality content, across platforms and at the ideal time.

Align your brand with our highest-profile editorial sections and interactive features.

## Location

Home page  
Section page  
Articles

## Theme

30+ channels  
Content adjacencies  
Keyword targeting

## Content

Editorial features  
Custom content  
Native programs

## Seasonality

Calendar timing  
Events  
Holidays

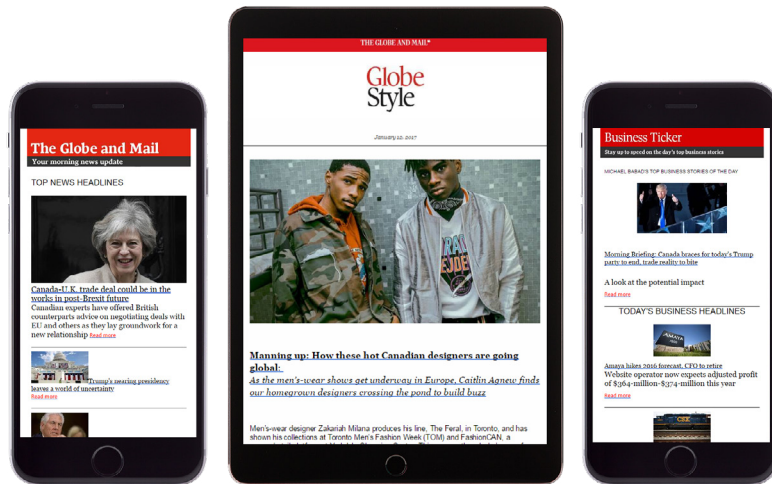


➔ For information, explore: [GlobeLink.ca/opportunities](http://GlobeLink.ca/opportunities)

# CREATE THE STRONGEST AUDIENCE CONNECTIONS

Deliver your message across our world-class news, business and lifestyle content, to create powerful campaigns that ensure you achieve your objectives.

## Email marketing

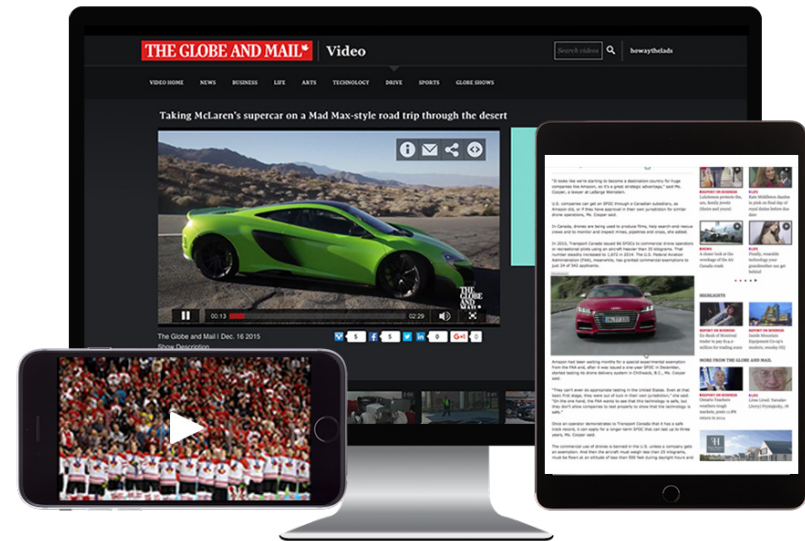


Reach our large, opt-in audience at work, at home and on mobile through our engaging, content rich emails that comfortably outperform industry open-rate benchmarks.

Exclusively align with News, Business and Lifestyle editorial content or deliver brand-focused emails to reach consumers at key times in their day.

➔ For information: [GlobeLink.ca/email-marketing](http://GlobeLink.ca/email-marketing)

## Video



Showcase your brand and reach an engaged video audience across The Globe and our Alliance partners.

Present your messaging in pre-roll and in-article page delivery to build strong brand awareness.

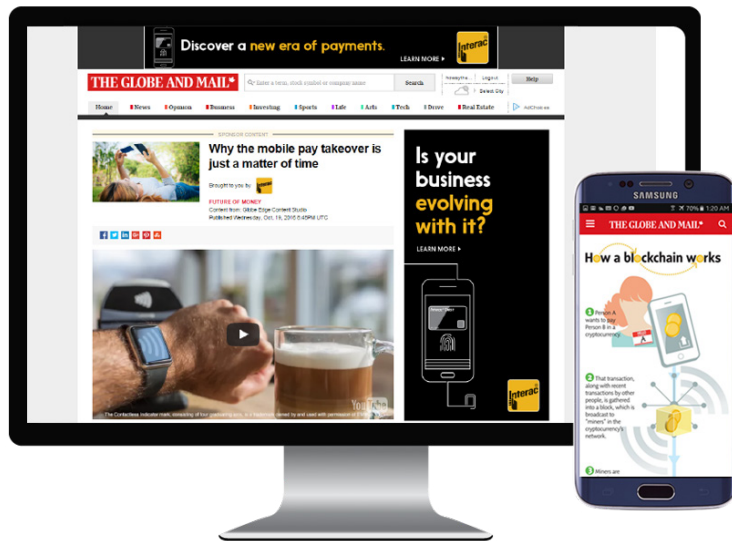
➔ For information: [GlobeLink.ca/video](http://GlobeLink.ca/video)



# INNOVATION. CREATIVITY. RESULTS.

Partner with us to develop the perfect environment to deliver your brand story, creating audience connections and influencing consumers, with focused and engaging experiences.

## Native

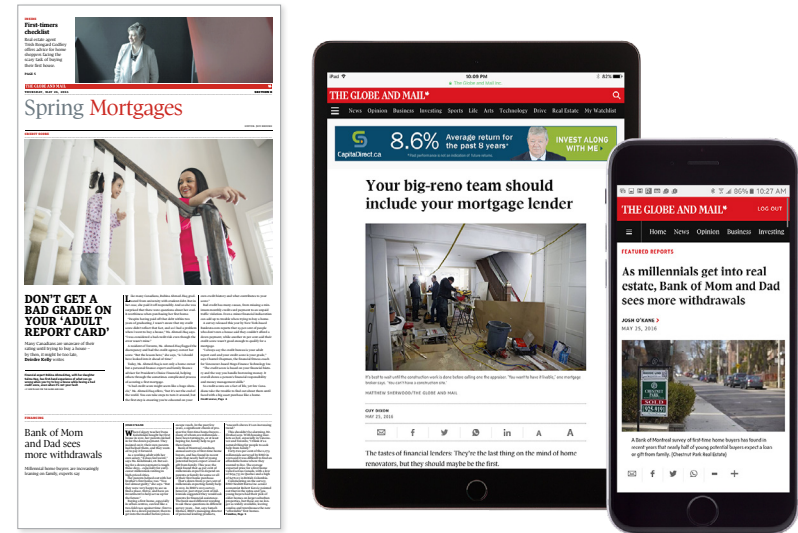


Together, we create highly relevant content marketing, delivered within Globe and Alliance editorial and actively optimized to build audience response.

The results are far stronger consumer engagement and powerful context that builds consumer affinity for your brand.

➔ For information: [GlobeLink.ca/native](http://GlobeLink.ca/native)

## Custom Content



Take advantage of custom editorial themes, special reports and advertorial features to position your brand at the heart of our influential audiences and at the centre of our world-class content.

Aligning with Canada's most-trusted news brand builds credibility and lifts your brand perception. Access our award-winning content marketing experts, editors, producers and designers to bring the power of The Globe to your brand.

➔ For information: [GlobeLink.ca/Globe-Edge](http://GlobeLink.ca/Globe-Edge)

# DELIVERING PERFORMANCE

Ultimately, a campaign is only as good as the results it delivers. That's why we deliver the essential tools to ensure your success.



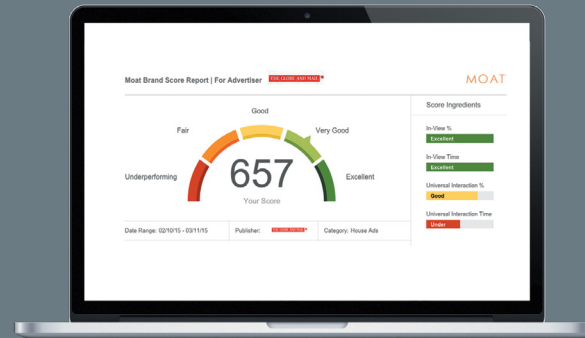
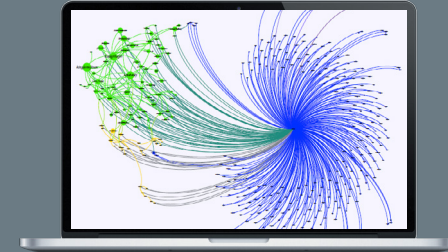
Our suite of pre-, during and post-campaign metrics allow us to deliver on KPIs far beyond the click and results across brand measures, engagement levels, audience composition, interests and tastes.

Our team is always available to help you better understand our readers' interests and behaviours, allowing us to match campaign goals and enhance your campaign for optimal effectiveness.

➔ For information: [GlobeLink.ca/metrics](http://GlobeLink.ca/metrics)

## How do you reach more of your target?

Deep audience insights ensure your campaign begins with the strongest connection to your target's interests, tastes, behaviour and propensity to react.



## Where should you deliver your ads?

We use tools like Krux and Moat to monitor campaign performance and determine the ideal audience segments, sites and sections optimize your program.

## What gives you the most impact?

Review and refine your strategy, based on your campaign exposure, viewability and audience response.



# GLOBE DIGITAL AND GLOBE ALLIANCE RATES

ALL RATES ARE NET CPM  
Rates effective Jan 1, 2017

PREMIUM DIGITAL PRODUCTS	RUN OF SITE / RUN OF NETWORK	CORE CHANNELS			NICHE CHANNELS		
		News	Business	Lifestyle	Globe Advisor	Auto	Sm. Business
<b>Standard programs (standard IAB Ad formats)</b>							
Run of Globe Alliance Network	\$18	—	—	—	—	—	—
Run of Site, Run of Section or Run of Channel (over 30+ News, Business, Finance and Lifestyle content channels available)	\$22	\$28	\$30	\$26	\$45	\$35	\$35
Run of Section – Fast Company, INC and WSJ Digital Network	\$35	\$35	\$37	\$33	—	—	\$35
<b>Sponsorships</b>							
Globe Alliance Homepage Package (2 million imps/day)	\$45,000	—	—	—	—	—	—
Globe and Mail Homepage Sponsorship (1.5 million imps/day)	\$30,000	—	—	—	—	—	—
WSJ Homepage	Flat Fee: 300 x 250 = \$5,000/day, 300 x 600 = \$7,500/day (100,000 daily impressions)						
Section Sponsorship	N/A	\$32	\$34	\$30	\$50	\$40	\$40
<b>Special Ad Formats</b> (for Fast Company, Inc. and WSJDN – contact us for rates)							
<b>IAB Half Page</b> and <b>Filmstrip</b> units (300 x 600) – All sites except ABC News, Forbes, Times of India, Hearst and The Atlantic	\$30	\$38	\$41	\$36	\$60	\$48	\$48
<b>Large Formats</b> (760 x 90, 320 x 480)	\$38	\$41	\$44	\$38	\$65	\$52	\$52
<b>IAB Portrait</b> (300 x 1050) and <b>Billboard</b> unit (970 x 250 – all sites except ABC News)	\$44	\$56	\$60	\$52	\$90	\$70	\$70
<b>Canvas unit</b> (1000 x 700), <b>Tablet Full Screen</b> (1024 x 768) – Globe only and <b>Hero</b> unit (1200 x 250) – Hearst sites only	\$44	\$56	\$60	\$52	\$90	\$70	\$70
<b>Tile</b> (120 x 240) - Globe article pages only	Sponsorship \$13; Standard CPM \$10	—	—	—	—	—	—
<b>Video Products</b> (includes Alliance partner sites and the Alliance Video Network. For Fast Company and Inc. please contact us for rates)							
<b>Pre-roll</b> – available on all sites except for The Atlantic, The Guardian and Hearst sites	\$50	\$50	\$50	\$50	\$50	\$50	\$50
<b>In-article</b> – available on The Atlantic, Forbes, The Globe, The Guardian, Reuters	\$40	\$40	\$40	\$40	\$40	\$40	\$40
<b>Targeting Products</b> (includes Alliance partners)							
<b>Audience (re)targeting</b> based on interests/behaviours	15%						
<b>Custom audience segments</b>	Prices available by request						
<b>Email Newsletters</b> (sent to opted-in Globe readers)							
<b>Globe Editorial</b> e-newsletters		\$27	\$27	\$25	\$35	\$30	\$30
<b>Advertiser category exclusive emails</b>		\$125	\$125	\$125	\$125	\$125	\$125
<b>Private Exchange</b> (RTB/Programmatic)	Prices subject to market for RTB and/or negotiation for direct programmatic deals						
<b>Direct response campaigns</b> (CPC/CPA)	Varies based on program						

# ADVERTISING INFORMATION

## Learn more about Globe Digital and Alliance platforms

[GlobeLink.ca/digital](http://GlobeLink.ca/digital)  
[GlobeLink.ca/alliance](http://GlobeLink.ca/alliance)

## Explore upcoming sponsorship opportunities

[GlobeLink.ca/opportunities](http://GlobeLink.ca/opportunities)

## Digital Advertising Formats and specs

[GlobeLink.ca/ad-formats](http://GlobeLink.ca/ad-formats)

### PLEASE NOTE:

Before booking any advertising, please review our Terms and Conditions

[GlobeLink.ca/mediakits](http://GlobeLink.ca/mediakits)



## 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.

### EASTERN CANADA

**Ottawa Region, Quebec, Atlantic Canada**

TEL 514.982.3050

TOLL FREE 1.800.363.7526

[advertisingeasternca@globeandmail.com](mailto:advertisingeasternca@globeandmail.com)

### WESTERN CANADA

**BC, NWT, Nunavut, Alberta, Saskatchewan**

TEL 403.245.4987 or 403.774.8024

TOLL FREE 1.800.663.1311

[advertisingwesternca@globeandmail.com](mailto:advertisingwesternca@globeandmail.com)

### TORONTO ONTARIO & MANITOBA

TEL 416.585.5111

TOLL FREE 1.800.387.9012

[advertising@globeandmail.com](mailto:advertising@globeandmail.com)


### UNITED STATES, WORLDWIDE


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Globe Media Group has partnered with Marketing magazine, Rogers Insights and the Canadian Marketing Association to release the Context Matters research study. The study quantifies, by category, how your choice of advertising context strongly impacts the way consumers perceive your brand.

In particular, it highlights the benefits of advertising in premium digital environments and the damage to consumer brand perception when you choose lower quality sites.

For complete information, download our whitepaper at [GlobeLink.ca/context-matters](http://GlobeLink.ca/context-matters)