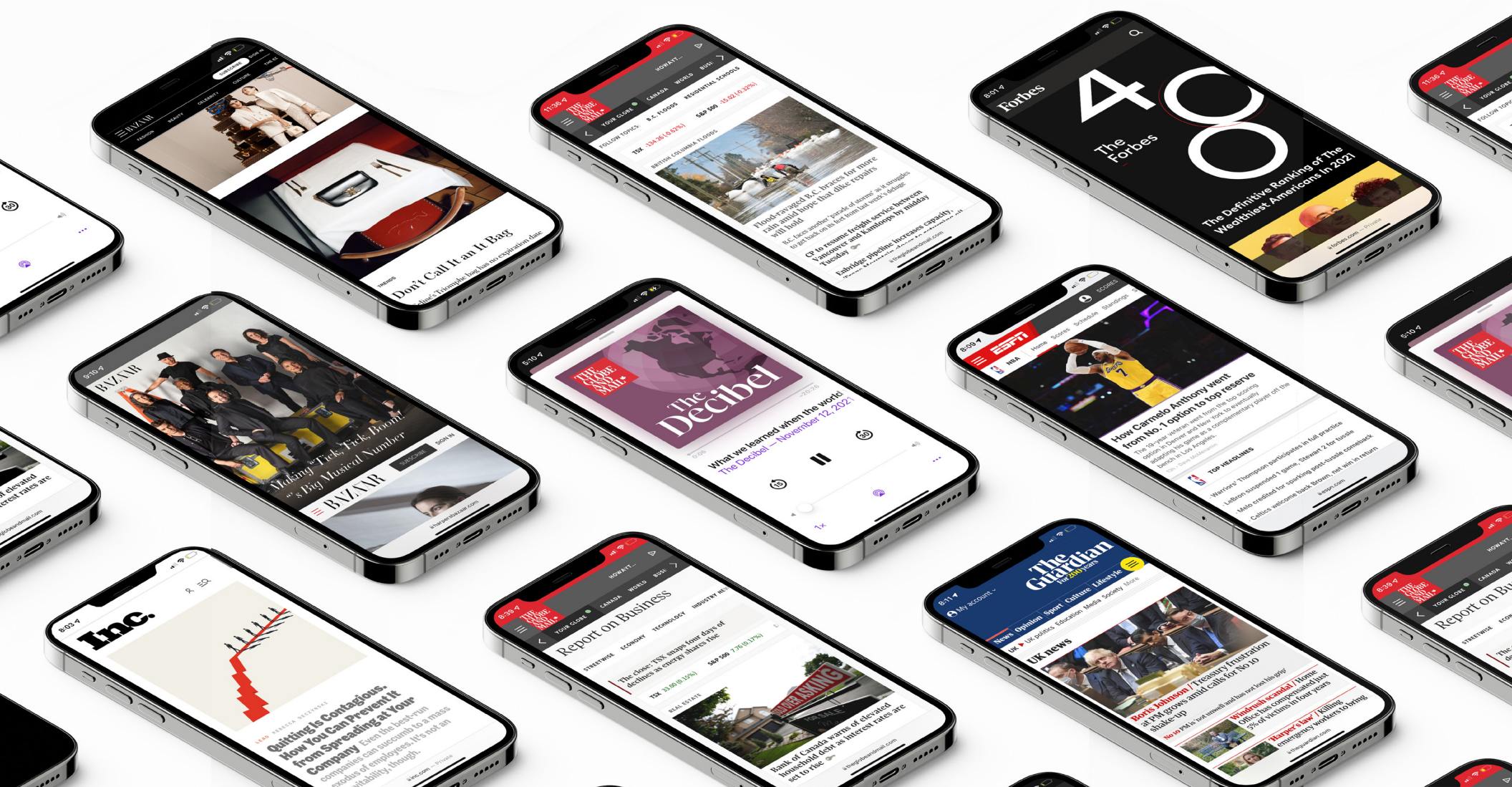




Connect to Canada across the world's  
best news, business and lifestyle sites

Media Kit 2024





# 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 where ambition meets influence.

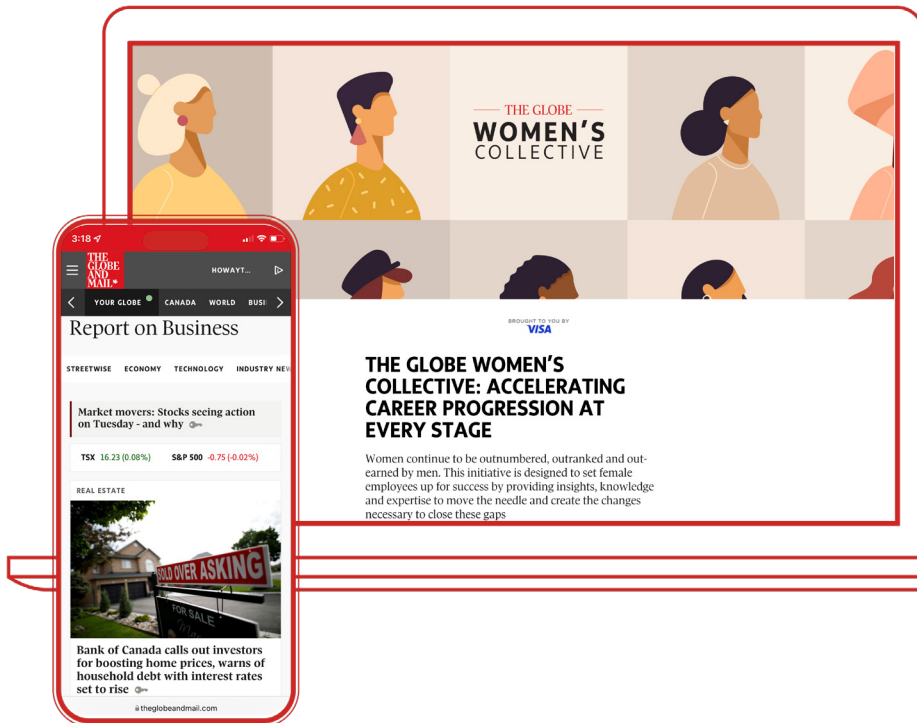
It's also why The Globe and Globe Alliance, our network of world-class news, business and lifestyle sites, connect leading brands like yours to Canada's highest value audiences. Driven by data, content and creativity, we get your message in front of professionals and consumers who are ready to take action.



# Future forward journalism for what's 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 first-party data-rich, precision-targeting and powerful contextual alignment, engaging brand storytelling and high-impact creative capabilities.



**THE GLOBE AND MAIL** 

**6.7 Million**  
Monthly UVs

**43%**

more likely to be  
C-Suite Executives

**47%**

more likely to be  
Senior Managers/  
Owners

**14%**

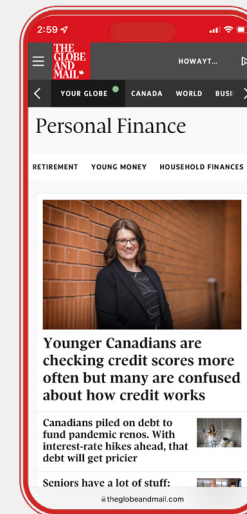
more likely to  
have HHI \$200K +

**15%**

more likely to be  
Active Investors  
(10+ online trades  
per month)

**2.3x**

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



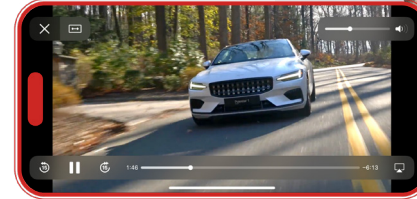
# Platforms that perform



## Video

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

[EXPLORE 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.

[EXPLORE PODCASTS →](#)

## Email Newsletters

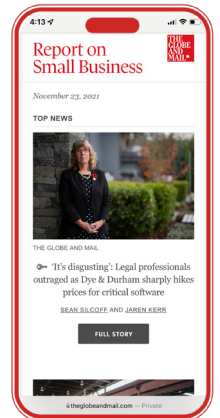
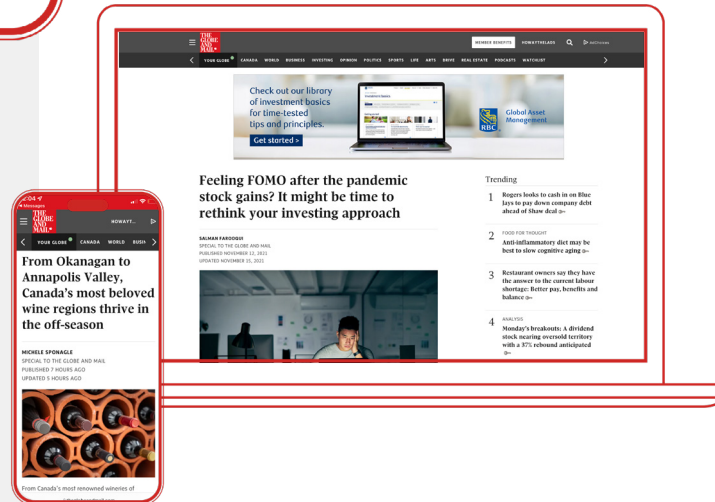
Reach our large, opt-in audience at key times in their day through 20+ content-rich News, Business and Lifestyle editorial emails.

[EXPLORE 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 OPPORTUNITIES →](#)





# Connect with Canada's influential professionals and consumers

Globe Alliance gives you unrivalled access to our carefully curated audience personas.

Leverage our content channels for contextual alignment, or tap into our data segments for precision reach.

**71%**  
of C-Suite  
Executives

**66%**  
of Business  
Decision Makers

**80%**  
of Senior  
Managers/Owners

**69%**  
of MOPEs



**62%**  
of Small Business  
Owners

**63%**  
who intend to  
purchase a vehicle

**57%**  
of High Income  
Households (\$200K+)

**61%**  
of Parents  
(children <18)

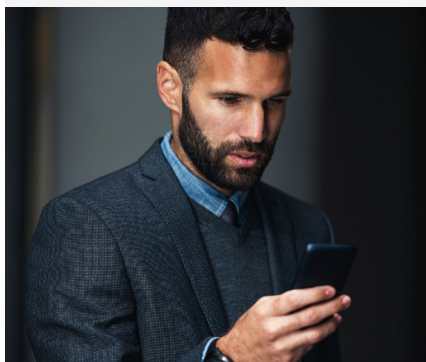
**59%**  
of Active Investors  
(10+ online trades per month)

**74%**  
of online shoppers  
(past month)

**58%**  
of High Net Worth  
Canadians  
(\$500K+ investable assets)

**70%**  
who intend to  
buy Real Estate

**66%**  
who intend  
to Travel



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



**GLOBE ALLIANCE**

**18.4 Million**

monthly UVs

## News, Business and Finance

13.9 million UVs

THE  
GLOBE  
AND  
MAIL\*

Report on  
Business

Globe  
Investor

The  
Guardian

THE WALL STREET JOURNAL

abc NEWS

CNN

MarketWatch

BARRON'S

THE CANADIAN PRESS

FAST COMPANY

Forbes

The Atlantic



REUTERS

The Washington Post

THE TIMES OF INDIA

## Lifestyle and Entertainment

13.3 million UVs

THE  
GLOBE  
AND  
MAIL\*

Esquire

ESPN

The Washington Post

CNN

redbook

HouseBeautiful

GOOD  
HOUSEKEEPING

ESPN cricinfo

The  
Guardian

delish

Women'sHealth

Men'sHealth

CountryLiving

Woman'sDay

Opal Daily

BAZAAR

RUNNER'S WORLD

POPULAR  
MECHANICS

BEST

seventeen

COSMOPOLITAN

Prevention

Bicycling

shondaland

The Pioneer Woman Magazine

VERANDA

TOWN&COUNTRY

BIOGRAPHY

## Sports

THE  
GLOBE  
AND  
MAIL\*

CNN

ESPN

ESPN cricinfo

THE CANADIAN PRESS

cricbuzz

abc NEWS

Bicycling

The  
Guardian

### Who You're Reaching

56%  
of C-Suite  
Executives

61%  
of Senior  
Managers/Owners

50%  
of Business  
Decision Makers

47%  
who intend  
to purchase  
a Vehicle

### Who You're Reaching

53%  
of Senior  
Managers/Owners

39%  
of High Income  
Households (\$200K+)

51%  
of Small Business  
Owners

47%  
of High Net Worth Canadians  
(\$1M+ investable assets)

47%  
of Business  
Decision Makers

44%  
who intend  
to buy  
Real Estate

40%  
who intend  
to purchase  
a Vehicle

49%  
who  
intend to  
Travel

42%  
of Parents  
(children <18)

# Access the power of data intelligence

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

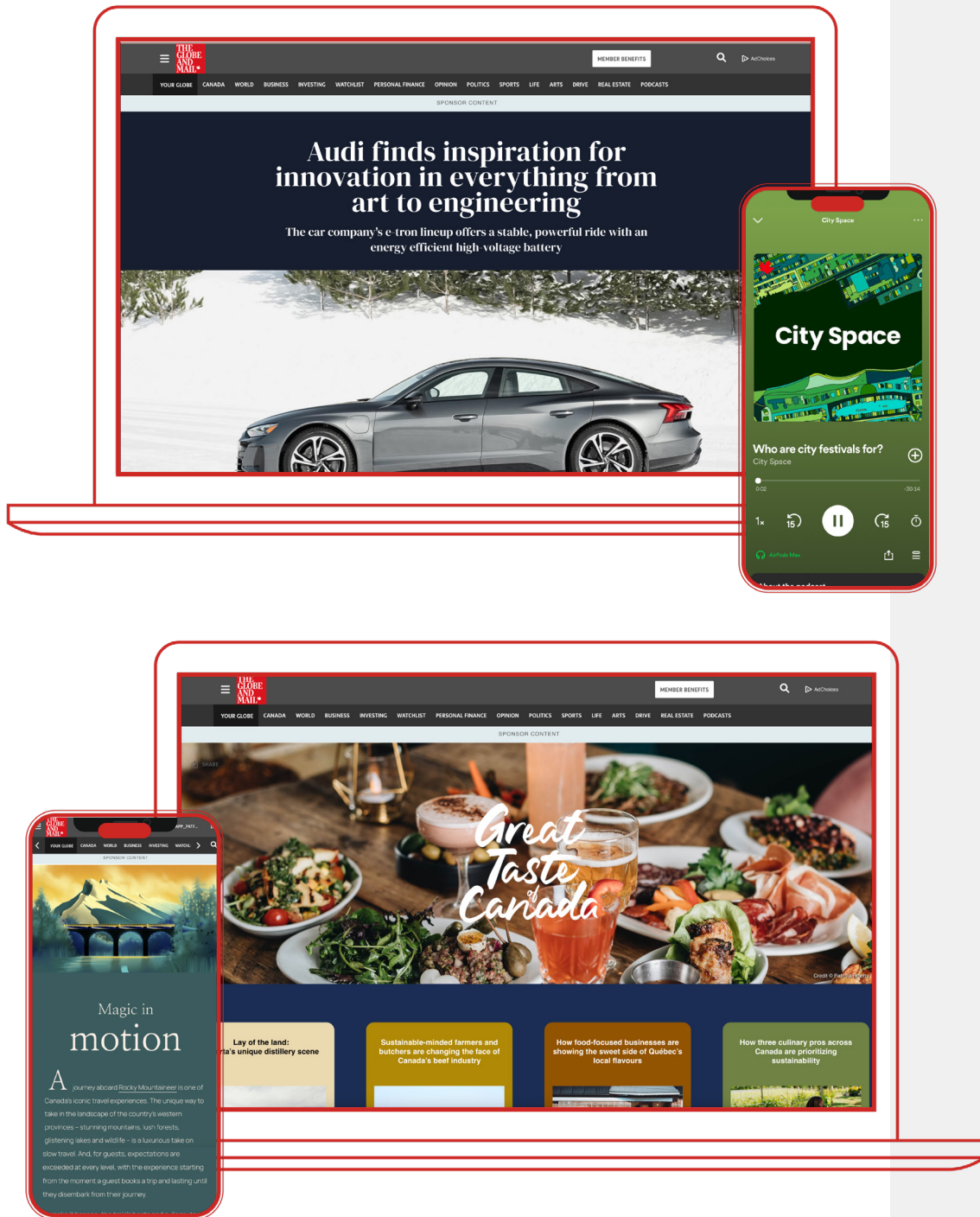
Context

Sentiment

Suitability







# globe content studio

## Drive results through content- based solutions

Our commitment to insights-driven content marketing across all platforms ensures that your message resonates with your target audience and achieves tangible, measurable success.

Discover how partnering with Globe Content Studio, a division of The Globe and Mail, will deliver unmatched results and transparent metrics for your brand.

[EXPLORE CONTENT STUDIO →](#)



# Stand out with outstanding creative

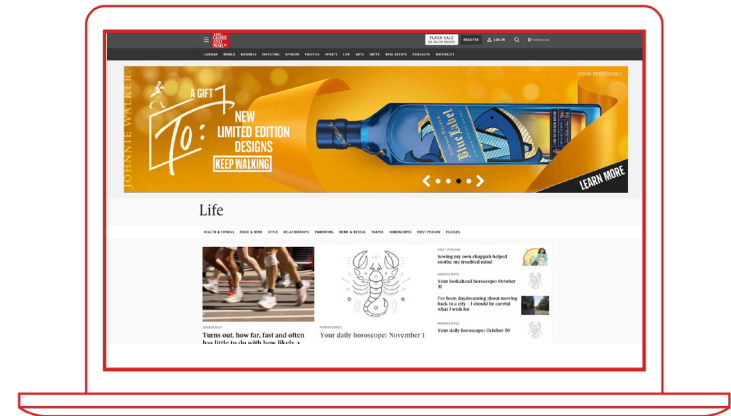
Take advantage of our full-service design studio's expertise to produce innovative and highly-effective advertising. From standard IAB formats to stunning site-specific formats – designed to grab attention and deliver engaging content and compelling messaging – we'll help you achieve the marketing impact you need.



## 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.

## Get inspired in our creative gallery

[VIEW GALLERY →](#)

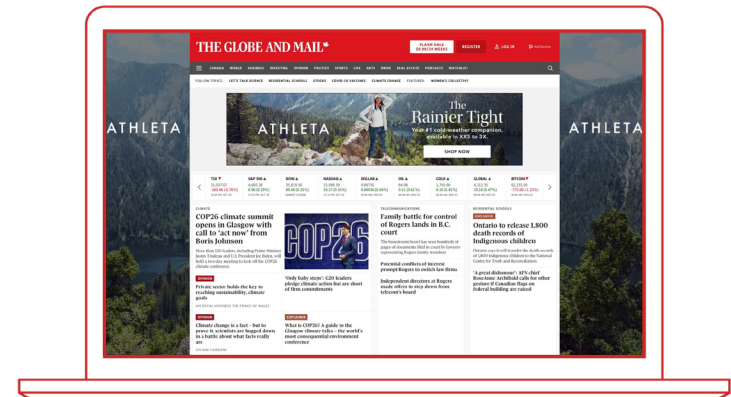
## Creative formats and specifications

[VIEW DIGITAL SPECS →](#)

## Globe Frame

Our newest, ad format seamlessly integrates within the content, to engage users in a highly visible format as they read. Tell your brand's story with impactful visuals, video or showcase your products in an interactive carousel. Maximize effectiveness of your campaign by pairing with contextual targeting.

[VIEW GLOBE FRAME →](#)



## 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 Globe 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 first-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.

[LEARN MORE →](#)

DIGITAL

THE  
GLOBE  
AND  
MAIL

THE WALL STREET JOURNAL.

CNN

Forbes

The  
Guardian

ESPN

COSMOPOLITAN

BAZAAR

FAST COMPANY

Esquire

The Washington Post

HouseBeautiful



GLOBE  
MEDIA  
GROUP

## Take the next step

For more information 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](mailto:advertisingwesternca@globeandmail.com)

### TORONTO, ONTARIO & MANITOBA

TEL 416.585.5111

TOLL FREE 1.800.387.9012

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

### EASTERN CANADA

Ottawa Region, Quebec, Atlantic Canada

TEL 514.982.3050

TOLL FREE 1.800.363.7526

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

### UNITED STATES, WORLDWIDE

TEL 212.426.5932

[GlobeMedia@AJRMediaGroup.com](mailto:GlobeMedia@AJRMediaGroup.com)

[globemediagroup.ca](http://globemediagroup.ca)

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