



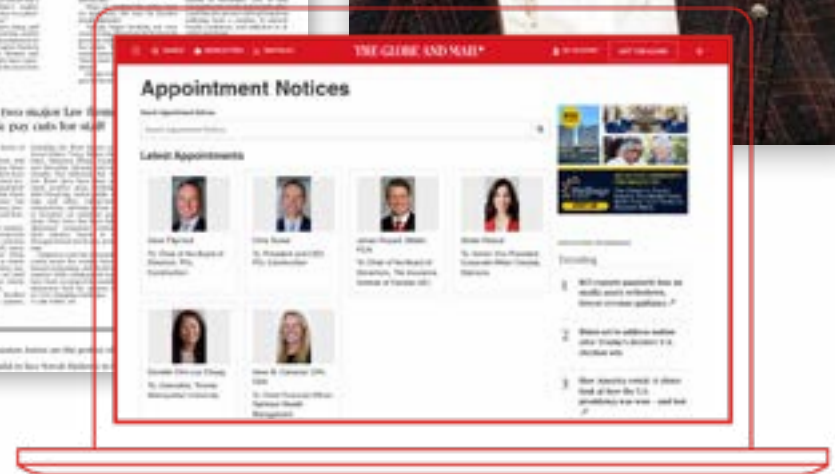
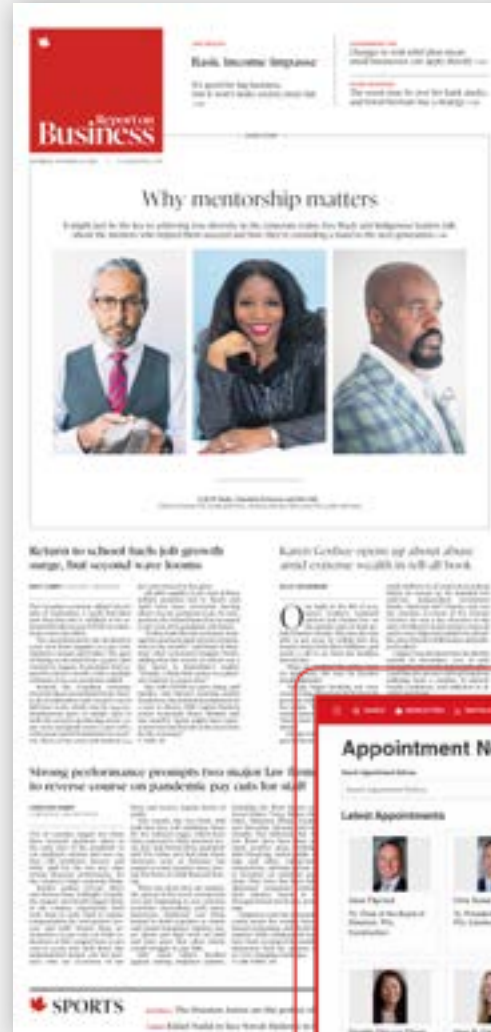
Appointment Notices

Enhance your industry profile with
The Globe and Mail

No other media company provides the prestige of The Globe. For decades, our Appointment Notices have been vital to introduce key personnel to Canada's business leaders and decision makers.

Our integrated Appointment Notices package includes high profile features in Canada's #1 National newspaper, #1 business magazine and across our Digital platforms.

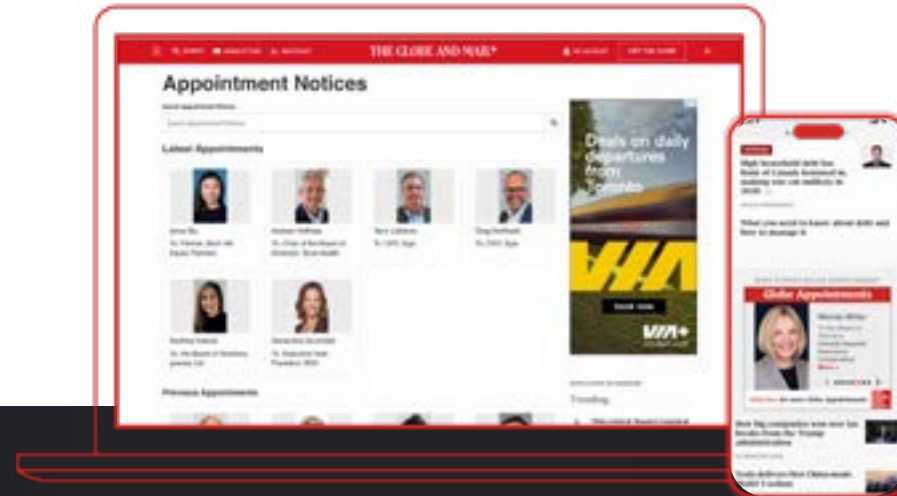
Connect with Canada's business community and showcase the outstanding talent that contributes to your organization's success.



Media Kit 2025

Showcase your talent

Take advantage of our unique and high-profile features and proudly announce your latest appointments across Canada.



In Report on Business nationwide, Monday - Saturday

Across our Digital platforms

In Report on Business magazine 7 issues per year

As a special memento for the Appointee

Your complete communications package

Report on Business newspaper

The Globe's design studio will create a colour ad with a unique editorial style that lends importance to your notice

- Available nationally Monday - Saturday in Report on Business section
- 2,4,6,8 and 10 column format size options
- An abbreviated version will appear in the Weekly Appointment Review, the following Monday
- Features a colour photo and colour logo

631,000

average weekday readers

1,573,000

average weekend readers

36% of weekly readers

are MOPEs (Index 146)

Digital

Our design studio will create a 300 x 250 Big Box ad for your Appointment Notice that will receive 100,000 impressions over a 30-day period

- The ad will receive 100,000 impressions over a 30-day period or 50,000 impressions if your print ad is less than 300 lines.
- The ad clicks through to a full notice page in globeandmail.com/appointments
- Readers can visit your website, share your notice via email and social platforms and search appointees by company or name

6.9 million

Monthly UVs

29% of UVs

are MOPEs

Report on Business magazine

The Weekly Appointment Review notice is also published in the next available issue as the Monthly Notice Review

2.8 million

print/digital readers per issue

898,000

print readers per issue

39% of readers

are MOPEs (Index 154)

Plus, a special memento for the Appointee

We'll issue a commemorative plaque to celebrate their success, as announced in The Globe and Mail.

Advertising Rates

One day package
(per agate line):

\$55

Second insertion:
25% of one day package

Take the next step

1.866.390.3231

advertising@globeandmail.com

Appointment Notices deadlines and specifications

Information deadline

Ad copy and photo(s) must be submitted by 4:30pm EST, 5 business days prior to publication date.

Copy changes must be submitted by 4:30 pm EST, 3 business days prior to publication date.

Ad content and design

All Appointment Notices under 350 agate lines must follow The Globe's editorial style of:

- 1 person (photo) per double column
- Copy must be written in the third person
- Web address allowed
- Phone number, e-mail or address not permitted
- Italics or uppercase permitted on company names and/or proper names of publications
- Company logos are placed at the top or base of announcements, covering a maximum of 15 agate lines

For Appointment Notices greater than 350 agate lines, you have full creative design freedom.

Please contact your Globe representative for complete details and specifications.

APPOINTMENT NOTICES



^ Appointment Notice with creative flexibility

^ Standard Editorial Globe Appointment Notice

Photos

Only professional photos will be accepted.

Please supply a 5" x 7" digital file photo, preferably showing the head and shoulders

Photos will be sized to 1.42" x 2.11" (30 lines deep).

Photo(s)	Min 300 DPI, 5" x 7"
Logo	Min 300 DPI
Copy	Word document
File format	EPS, JPEG or TIFF

Need more information?

Please contact your Globe representative.

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