

Experience the power of print with
Canada's #1 national newspaper

Newspaper Media Kit 2025



Your Globe Advantage

National Readership

Canada's #1 national news brand

THE GLOBE AND MAIL*

2.5 million

TORONTO STAR

2 million

NATIONAL POST

1.7 million

National Edition

631,000

Average Mon-Fri readers

1,573,000

Average Saturday readers

18-34

43%

35+

57%

25 - 54

56%

55+

27%

35 - 64

41%

Source: Vividata SCC Spring 2024, Weekly Print Readers, National, A18+ (Age demos are % composition of weekly print readers)

Circulation

47,831

Average M-F copies

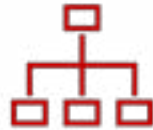
86,146

Average Sat copies

Source: Globe Internal data sourced from net delivered copies in Board Financial system, 12 months ending September 30, 2024

Canada's #1 newspaper is your connection to Canadians with the professional influence and decision-making power, the personal income and net worth to make the difference in your marketing. It's where ambition meets influence.

Connect with more of these valuable audiences in **The Globe**, than in **The Star** or **National Post**, every week.



66% more likely to be Senior Managers or Owners



\$36.8 Billion of business purchase influence



29% more likely to buy/sell Real Estate in the next 12 months



28% more likely to have a household income of \$200K+
2.1x more likely to have a personal income of \$200K+



31% more likely to have 3+ credit cards



\$3 Billion in monthly credit card purchases



44% more likely to purchase/lease a vehicle/motorcycle (next 12 months)
39% more likely to purchase/lease an electric vehicle (next 12 months)



60% more likely to be active investors (10+ online trades per month)



After seeing an ad for a product, brand or service.
2.1x more likely to search for it
3x more likely to purchase it
3.2x more likely to recommend it

Your Globe Advantage

THE GLOBE AND MAIL*

Retail Readership

Metro Edition

352,000

Average Mon-Fri readers

742,000

Average Saturday readers

18-34

35%

35+

65%

25 - 54

57%

55+

31%

35 - 64

48%

Source: Vividata SCC Spring 2024,
Weekly Print Readers, Ontario
(Metro Edition), A18+
(Age demos are % composition
of weekly print readers)

Circulation

28,587

Average M-F copies

41,596

Average Sat copies

Source: Globe Internal data sourced from net
delivered copies in Board Financial system,
12 months ending September 30, 2024

The Globe and Mail is your connection to Canadians with the professional influence and decision-making power, the personal income and net worth to make the difference in your marketing.



89% more likely to be
Senior Managers or Owners



\$19.2 Billion
of business purchase influence



35%
more likely to have 3+ credit cards



10% more likely to have
a household income of \$100K+
24% more likely to have
a household income of \$200K+
2x more likely to have
a personal income of \$200K+



\$32.9 Billion
spent on current vehicles



\$1.3 Billion
in monthly credit card purchases



40% more likely to buy/sell Real Estate
in the next 12 months
\$10.5 Billion
spent on home improvements
to principal residence (past 2 years)



After seeing an ad for
a product, brand or service.
2.4x more likely to search for it
3x more likely to purchase it
2.9x more likely to recommend it

The Weekday Experience

Across Canada, every edition of our newspaper delivers our trusted, authoritative news, business and lifestyle coverage, ensuring our readers start their day primed with the essential news, perspective and insight they need to navigate the week ahead.



News

Each day we deliver an engaging flow of international, national and regional news stories and features – with dedicated Toronto and B.C. pages – in our most-read section.



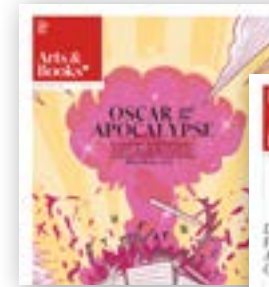
Report on Business

Canada's trusted source for insightful analysis, perspective and the inside edge on: domestic and international markets; established and emerging new industries; innovative new technologies; investing strategies and wealth management advice.



Reading between the lines

How I learned to cope in a world gone mad by Ian Bremmer



Life & Arts

Our vibrant lifestyle coverage lives in the news section and features themed content, every day.

- Monday:** Health and Wellness
- Tuesday:** Parenting and Relationships
- Wednesday:** Travel
- Thursday:** Arts and Events
- Film Friday:** Film Reviews



Sports

On weekdays, Sports coverage is integrated in our business section, ensuring we are your premier choice to reach Canada's influencers – at work and at play.

Real Estate

On Fridays, our Real Estate section explores national and local stories and trends, with coverage of home decor, design and architecture, and providing practical financial advice for all types of home buyers.

Integrated Content Features and Special Reports

Throughout the year we publish a wide range of advertorial Integrated Content Features and editorial Special Reports in print and online.

With a pre-planned schedule, you can easily and effectively align your brand with your audience's information needs and interests.



Delivered in Life & Arts, Report on Business, and as standalone sections, they're powerful, turnkey platforms for B2B and B2C brands to align with, or be integrated into Canada's most engaging content.

[EXPLORE OPPORTUNITIES →](#)

Weekday Advertising Information

NEWS	Monday - Friday	All Editions	
LIFE & ARTS	Monday	Health & Wellness	Camera-Ready Booking/Material 2 business days prior @ 4:30 pm Pubset Booking/Material 3 business days prior @ 4:30 pm
	Tuesday	Parenting & Relationships	
	Wednesday	Travel	
	Thursday	Arts & Events	
FILM FRIDAY	Friday	Metro National NTLxto	
BUSINESS	Monday – Friday	National	Camera-Ready Booking/Material 2 business days prior @ 4:30pm Pubset Booking/Material 3 business days prior @ 4:30pm
SPORTS	Monday - Friday	Metro National NTLxto	
CAREERS	Mon, Wed, Fri	National	Camera-Ready Booking/Material 2 business days prior @ 2:00pm Pubset Booking/Material 3 business days prior @ 2:00pm
REAL ESTATE	Friday	Metro	Pubset Booking/Material Monday @ 12 noon
		NTLxto	Camera-Ready Booking Tuesday @ 12 noon
		NTLxms	Camera-Ready Material Tuesday @ 12 noon

Please note: all deadlines are eastern standard time | doubletruck – add 2 business days to existing camera-ready deadlines

Editions

NATIONAL All Canadian, US and overseas distribution

METRO All of Ontario, excl. Ottawa and Ottawa Valley area

CENTRAL Ontario and Quebec

OTT/QUE Ottawa area and Quebec

WEST Manitoba, Saskatchewan, Alberta and British Columbia

NTLxto National excluding Metro edition

NTLxms National excluding Manitoba and Saskatchewan

Advertising Information

Page dimensions: 10 Columns, 8.97" wide x 20" deep
- 280 Agate lines (2,800 lines per 10 column page)

Creative advertising formats:

[VIEW AD FORMATS →](#)

Production specifications and advertising FTP:

[VIEW SPECS →](#)



Your Globe Weekend

Reflecting the focused time our audience dedicates to reading over the weekend, our newspaper expands to four engaging sections: News, Report on Business, Opinion and Arts & Pursuits.



Report on Business

Canada's leading investigative business journalism explores the market-moving stories at home and around the globe, emerging trends and new technologies, and provides essential investing coverage and personal finance advice.

Sports

On weekends, Sports coverage is integrated in our business section, as Canada's choice for the stories behind the teams, the games, the personalities and events that matter.



Opinion

Our platform for deep analysis, insights and ideas is highly popular – both in print and online.

It's home for our authoritative columnists and the strongest opinions – in-depth editorials and reader letters – on the big issues for Canadians coast-to-coast.



The Pursuits of Happiness

Our readers have a wealth of interests and passions – and they want to feed these pursuits and to find new ones.

Each weekend, we present them with a vibrant mix of Style, Fashion and Beauty, Home Decor, Travel, and Food and Wine, along with in-depth Arts, Books and entertainment coverage.

Arts & Books

Connect with Canada's most influential consumers as they turn to the Arts & Books section every Saturday for engaging arts, entertainment and culture coverage, from annual events like film and music, museum and gallery openings, festivals and live events, exhibits, theatre and dance reviews, must-see-TV and of course, to discover the newest book releases, and more.

Pursuits

Presented in a stunning, magazine-inspired reading experience, Pursuits is the perfect platform to reach your ideal consumers, trend-setters, style influencers and taste-makers.

Our readers have a wealth of interests, passions and obsessions – and they want to feed these interests and to be inspired by new ones. Every Saturday, Pursuits presents a vibrant mix of Style, Fashion and Beauty, Home Decor, Travel, Society, Food and Wine, along with Puzzles, Games and Horoscopes.



Weekend Advertising Information

NEWS	All Editions	Camera-Ready Booking/Material 2 business days prior @ 4:30pm	Pubset Booking/Material 3 business days prior @ 4:30pm	
BUSINESS	National	Camera-Ready Booking/Material 2 business days prior @ 4:30pm	Pubset Booking/Material 3 business days prior @ 4:30pm	
SPORTS	Metro National NTLxto			
CAREERS	National	Camera-Ready Booking/Material 2 business days prior @ 2:00pm	Pubset Booking/Material 3 business days prior @ 2:00pm	
PURSUIITS	National	Pubset Booking/Material Friday 1 week prior @ 3:00pm	Camera-Ready Booking Monday @ 3:00pm	Camera-Ready Material Wednesday @ 4:00pm
OPINION	National			
ARTS & BOOKS	Metro National NTLxto	Pubset Booking/Material Friday 1 week prior @ 4:00pm	Camera-Ready Booking Monday @ 4:00 pm	Camera-Ready Material Wednesday @ 4:00 pm

Please note: all deadlines are eastern standard time | doubletruck – add 2 business days to existing camera-ready deadlines

Advertising Information

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Creative advertising formats:

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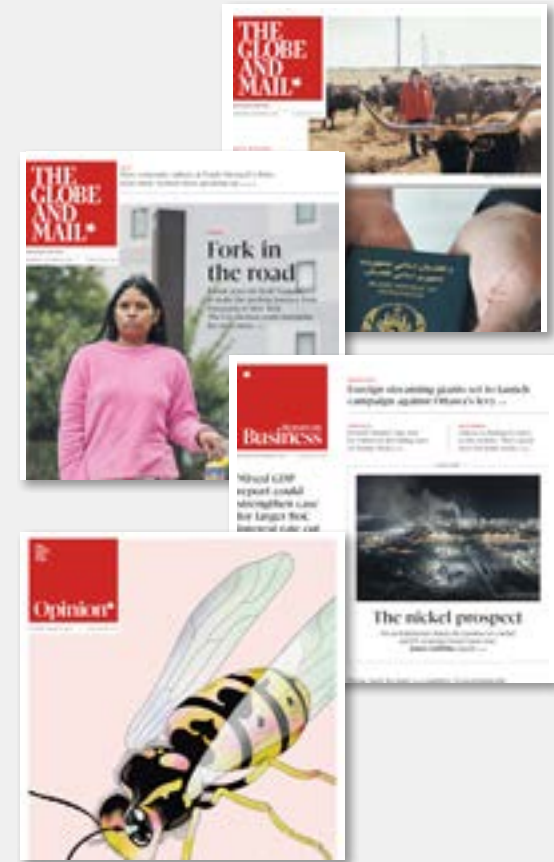
Production specifications and advertising FTP:

[VIEW SPECS →](#)

Premium Paper Positions – Saturday only

News/ROB - 8 pages of premium paper available
(Pages 1, 2, before DPS, DPS, after DPS, IBC & OBC)

Opinion and Arts & Pursuits – 4 premium pages
(pages 1, 2, IBC & OBC). Not guaranteed every Saturday.



Editions

NATIONAL All Canadian, US and overseas distribution

METRO All of Ontario, excl. Ottawa and Ottawa Valley area

CENTRAL Ontario and Quebec

OTT/QUE Ottawa area and Quebec

WEST Manitoba, Saskatchewan, Alberta and British Columbia

NTLxto National excluding Metro edition

NTLxms National excluding Manitoba and Saskatchewan





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

Canada's #1 newspaper is your connection to Canadians with the professional influence and decision-making power, the personal income and net worth to make the difference in your marketing. It's where ambition meets influence.

Our pages are a powerful creative canvas for brands and we provide a wide range of formats to deliver high impact brand messaging to our readers.

Take advantage of our full-service Creative Studio to produce highly-effective advertising that captures attention and delivers compelling messaging to achieve the marketing results you need.

Get inspired in our creative gallery

[VIEW GALLERY →](#)

Creative formats and specifications

[VIEW SPECS →](#)

Vertical > Banner

Mon - Fri,
Page 2 in
News

60/40
v



< Floating Banner

Bookends

