

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

1.9 million

NATIONAL POST

2 million

National Edition

626,000

Average Mon-Fri readers

1,572,000

Average Saturday readers

18-34

37%

35+

63%

25 - 54

57%

55+

30%

35 - 64

46%

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

Circulation

47,831

Average M-F copies

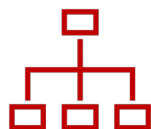
86,146

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.



76% more likely to be
Senior Managers or Owners



\$47.2 Billion
of business purchase influence



60% more likely to buy/sell Real Estate
in the next 12 months



82% more likely to have
a household income of \$200K+
2.2x more likely to have
a personal income of \$200K+



34%
more likely to have 3+ credit cards



\$3 Billion
in monthly credit card purchases



56% more likely to purchase/lease a
vehicle/motorcycle (next 12 months)
94% more likely to purchase/lease an
electric vehicle (next 12 months)



64% more likely to be active investors
(10+ online trades per month)



After seeing an ad for
a product, brand or service.
93% more likely to search for it
2.1x more likely to purchase it
2.4x more likely to recommend it

Your Globe Advantage

THE GLOBE AND MAIL*

Retail Readership

Metro Edition

355,000

Average Mon-Fri readers

791,000

Average Saturday readers

18-34

34%

35+

66%

25 - 54

56%

55+

33%

35 - 64

47%

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

Circulation

28,587

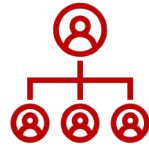
Average M-F copies

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.



59% more likely to be Senior Managers or Owners



\$18.8 Billion of business purchase influence



40% more likely to have 3+ credit cards



19% more likely to have a household income of \$100K+

78% more likely to have a household income of \$200K+

2.2x more likely to have a personal income of \$200K+



\$31.7 Billion spent on current vehicles



\$1.3 Billion in monthly credit card purchases



53% more likely to buy/sell Real Estate in the next 12 months

\$9 Billion spent on home improvements to principal residence (past 2 years)



After seeing an ad for a product, brand or service.

97% more likely to search for it

99% more likely to purchase it

2.2x 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 Brown



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

THE GLOBE AND MAIL

BRITISH COLUMBIA EDITION • THURSDAY, OCTOBER 17, 2024 • GLOBEANDMAIL.COM

HOGUE COMMISSION

Intelligence shows Tories engaged in foreign interference: Trudeau

- Prime Minister says he has names of compromised Conservatives and Liberals
- Polievre rejects push for security clearance, demands foreign collaborators be made public
- PM says he didn't know of delayed warrant against Liberal power broker, expresses confidence in Blair



Prime Minister acknowledges intelligence tying Liberals, others to interference efforts

ROBERT FIFE
STYVEN CHASE/OTTAWA

Prime Minister Justin Trudeau says he has received highly classified intelligence that Conservative Party politicians and members engaged in or were susceptible to foreign interference by unnamed hostile states. He divulged this during testimony Wednesday at the public inquiry into foreign interference.

After being pressed by a lawyer for the Conservatives, Mr. Trudeau also acknowledged that he has received secret intelligence about Liberals and members of other political parties who were also compromised by, or engaged in, foreign interference.

Liberal MPs will present official demand for Trudeau to resign in coming days, sources say

MARKEE WALSH
STYVEN CHASE/OTTAWA

Earlier rumblings among some Liberal MPs that Prime Minister Justin Trudeau should resign appear to be quickly snowballing into a serious effort to force him out, with some members expected to present within days an official demand that he step down.

Three Liberal MPs have told The Globe and Mail that they anticipate the demand to be presented in two steps: first, in writing as soon as this weekend, laying out the fact that constituents are telling MPs that Mr. Trudeau needs to go, and second, in an open-air phone session at the party's next caucus meeting in Ottawa, where three caucus members say, "we are in contact with our constituents who are demanding that he resign."

U.K. calls on India to co-operate with Canada as MPs agree to emergency study

MARKEE WALSH
SENIOR POLITICAL REPORTER
OTTAWA

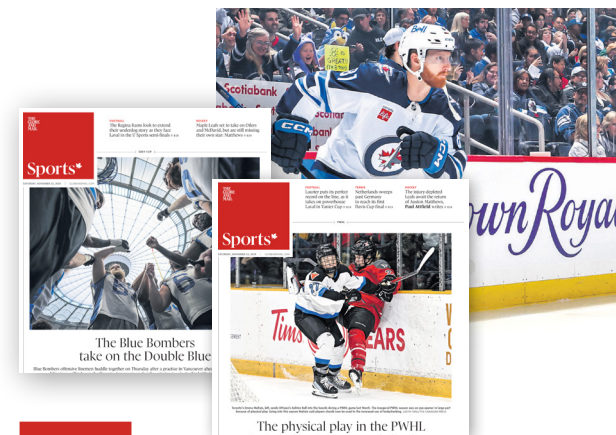
The British government weighed in on the diplomatic row between Canada and India, saying the "right next step" for New Delhi is to co-operate with Canada.

The statement came a day after the U.S. urged India to take the allegations seriously and the House of Commons public safety committee announced it will launch an emergency study of the matter.

The committee will look at police allegations that Indian government agents are conducting espionage in Canada.

are members with Canada in the five eyes intelligence-sharing alliance, which also includes New Zealand and Australia. Unlike Britain and the U.S., neither New Zealand nor Australia made direct appeals in their public statements for India to take a different course.

Mr. Blair said he was in contact with our constituents who are demanding that he resign."



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.

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.

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.

THE GLOBE AND MAIL

REAL ESTATE

ONTARIO EDITION • FRIDAY, NOVEMBER 22, 2024 • GLOBEANDMAIL.COM

DEVELOPMENT

Duplex 01

Standardized Housing Designs Catalogue

23

BUILD BY NUMBERS

Canada creates a housing catalogue for the 21st century

In September, British Columbia's housing ministry released the B.C. Standardized Housing Designs Catalogue, which is an 82-page online document that includes 61 templates with illustrations of "standardized" designs for various mid-rise apartment projects. Its creation is a

CAROLYN WELAND

REPORT

Any real estate momentum in Canada appears to have stalled in November after finding that housing in Ontario is more affordable and prices of imported mortgages began to slide in a snap.

Matthew Ryan, broker with the CIBC Real Estate Branch, says sales picked up in October in many areas, including in the west end of Toronto, where he does most of his business.

But the uncertainty surrounding the U.S. presidential election kept a lid on the week leading up to the Nov. 5 election, he says. He expects to see a rebound in sales leading into the first half of December, but he says he's not sure.

"It was flat-trend," says Mr. Ryan, adding that some people used that capital to trade up in the real estate market.

"We saw a huge uptick in the luxury segment," says Mr. Ryan. "We couldn't keep track of the buyers or the types of properties. It was just the biggest thing we saw."

He says the result of the election's effect, all price ranges as far as such as in the city, leading to a mix of buyers, says Mr. Ryan, who notes that the market is still in a state of flux.

"We just kept working it back from there all the way to the end of the month," he says.

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7.7 per cent in October from September on a seasonally adjusted basis, according to the Canadian Real Estate Association. It is the lowest monthly increase since July 2023, when it was 7.7 per cent compared with the previous month. Compared with October, rents were up 0.4 per cent.

The Bank of Montreal's October observations last month's performance as the national housing market finally exhibiting a pulse.

Canadian Bank of Commerce says the market is still in a state of flux, with rents up 0.4 per cent and the market's largest city, he says.

The comment notes that sales volume in many areas is still in a state of flux, with rents up 0.4 per cent and the market's largest city, he says.

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It's not dramatic, as in past cycles, he says, but it's a sign of a market that is still in a state of flux.

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ARCHITECT

In the former borough of East York a developer is updating bungalows in interesting ways

BETH GORDON

Critics are worried that UMBRE is taking over and abusing Vancouver's public consultation process

HOME OF THE BEER

The Painted Ladies of Grimsby Reach show the benefit of adding some colour and creativity to your corner

[illegible][illegible]

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 Tuesday Parenting & Relationships Wednesday Travel Thursday Arts & Events	Metro National NTLxto	Camera-Ready Booking/Material 2 business days prior @ 4:30 pm Pubset Booking/Material 3 business days prior @ 4:30 pm
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 NTLxto NTLxms	Pubset Booking/Material Monday @ 12 noon Camera-Ready Booking Tuesday @ 12 noon 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.

THE GLOBE AND MAIL

SATURDAY, JUNE 6, 2024 | GLOBEANDMAIL.COM



UKRAINE



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 GLOBE AND MAIL

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.

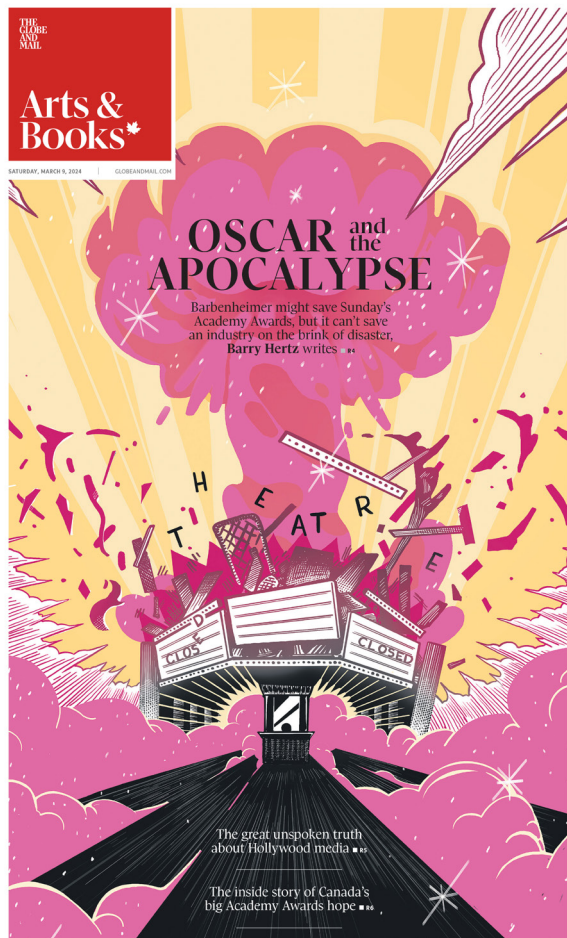
Arts & Books

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

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Creative advertising
formats:

[VIEW AD FORMATS →](#)

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



Gen Z is discovering the heritage, luxury and expressive style of Swiss-made watches



Vintage-meets-modern

Appell says Gen Z's newfound enthusiasm for old-school timepieces makes sense, considering the generation's love of filtering the past through a 21st-century lens. "They have a fair for nice vintage styles with modern trends," she says. "Traditional watches resonate with them not just for functional accessories, but as symbols of timeless elegance." As a heritage brand with its origins in 1932, Longines delivers this aesthetic along with the assurance of Swiss-made quality. "That sense of craftsmanship aligns perfectly with Gen Z's appreciation of sustainable fashion," Appell says.

Standout style

Sporty yet refined

Whichever Longines timepieces Gen Z opts for, Appel believes this new group of watch enthusiasts is bringing fresh energy to the watch scene. "A lot of this year's fashion trends - like the comeback of rich textures like brocade and tweed, or the return of oversized coats - focus on blending the past with the present," she says. "And I think all that really coordinates with Gen Z and the way that they're styling their watches."

A timely accessory for fall

For women, Apple's points to the Longines Mini Dolomiti® featuring a rectangular stainless-steel case (with select variations finished by 18 Karat Roseplated diamonds) as its most elegant timepiece. "The Longines Dolomiti is luxury," you can wear it with a classic cocktail dress or a pair of diamond studs for a refined evening look, but can just as easily be a classy complement to a dressed-down jeans and t-shirt ensemble.

Big this year, so did it pair it with a tailored blazer, a crisp white blouse, sundress/jumps and a pair of kitten sling-back heels." The watch's wide variety of strap options allows you to change your look from day to night. Apple Hepple handles double four straps in a range of colours – offer yet another way to stand out.

The three-hand Longines Conquest 34mm, which is one of the most popular watches in the line, has a range of stylish options to consider, including a choice of pastel pink, blue and green dials, and a stainless steel bracelet or a cross-matched rubber strap. No matter the configuration, the Conquest 34mm is a great choice for anyone looking for elegant everyday wardrobe. "It would style the Conquest with a casual-chic ensemble – high-waisted blue jeans, a fresh T-shirt and a pair of loafers," Apple says. "It's the perfect watch that's perfect for a casual occasion like a day out, or pair it with a linen shirt and matching pants."

now WHAT?

"There may be a point in time when two artworks are worth the same, and in your will you left one to your son and the other one to your daughter to be fair. Then, 10 years later, one item goes up 100 per cent and the other keeps its original value or perhaps goes down if it falls out of favour or becomes controversial," she explains.

"If you never review the value, you end up possibly creating a discrepancy between testamentary gifts. Upsteering an appraiser creates the opportunity to properly plan to equalize and leave an estate that's going to be uncontested and unproblematic."

As art-loving families pursue the works of this year's Art Toronto cohort, they'll have the opportunity to create new family memories around their art collection while supporting some of Canada's most exciting talent.

Learn more about RBC's Art Collection and support of the visual art community at rbc.com/visualart

Our com

commitment to

insights-drive

en content

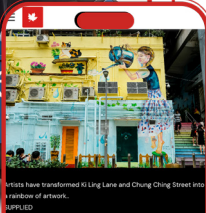
marketing a

ross

Design with drive



Design with drive



View vibrant street art

Love mural? Hong Kong will certainly not let you down. The city is covered with colourful street art, like the Freespace Mural in West Kowloon Cultural District's Art Park, featuring quirky characters by artist and graphic designer Calvin Ho. In Central and Sheung Wan, you'll see street art on almost every corner, at the intersection of Kau U Fong and Aberdeen Street, you'll find the Hong Kong Walls mural by Jaune, a Belgian stencil artist. Then there's Sai Ying Pun's Art Lane, where local and international artists have collaborated to turn all of the buildings on Ki Ling Lane and Chung Ching Street into a

neighbourhood of mini-museums.

[artwork.hk](#)

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 →](#)

MEDIA KIT 2025-01 / 10

VIEW SPECS →

Additional information

- **Position charge:** +25%
- **News - Front banner:** +50%
- **News - Page 3:** +40%
- **Report on Business – Front banner:** +25%
- **Report on Business - Pages 2 & 3:** +40%
- **Floating banners:** +50%
- **Double trucks:** Gutter is charged as full column
- **Regional material changes:** \$579 per split
Not available in Report on Business, Opinion and Careers
- **Charge for affidavits:** \$100
- **Cancellation charge:** 50% for ads cancelled after deadline

No cancellations accepted the day prior to publication

\$100 production charge for ads under 50 MAL that are not camera-ready

Advertising information

Learn more about our newspaper:

[EXPLORE NEWSPAPER →](#)

Get creative inspiration:

[VIEW GALLERY →](#)

Production specifications and advertising FTP:

[VIEW SPECS →](#)



GLOBE MEDIA GROUP

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