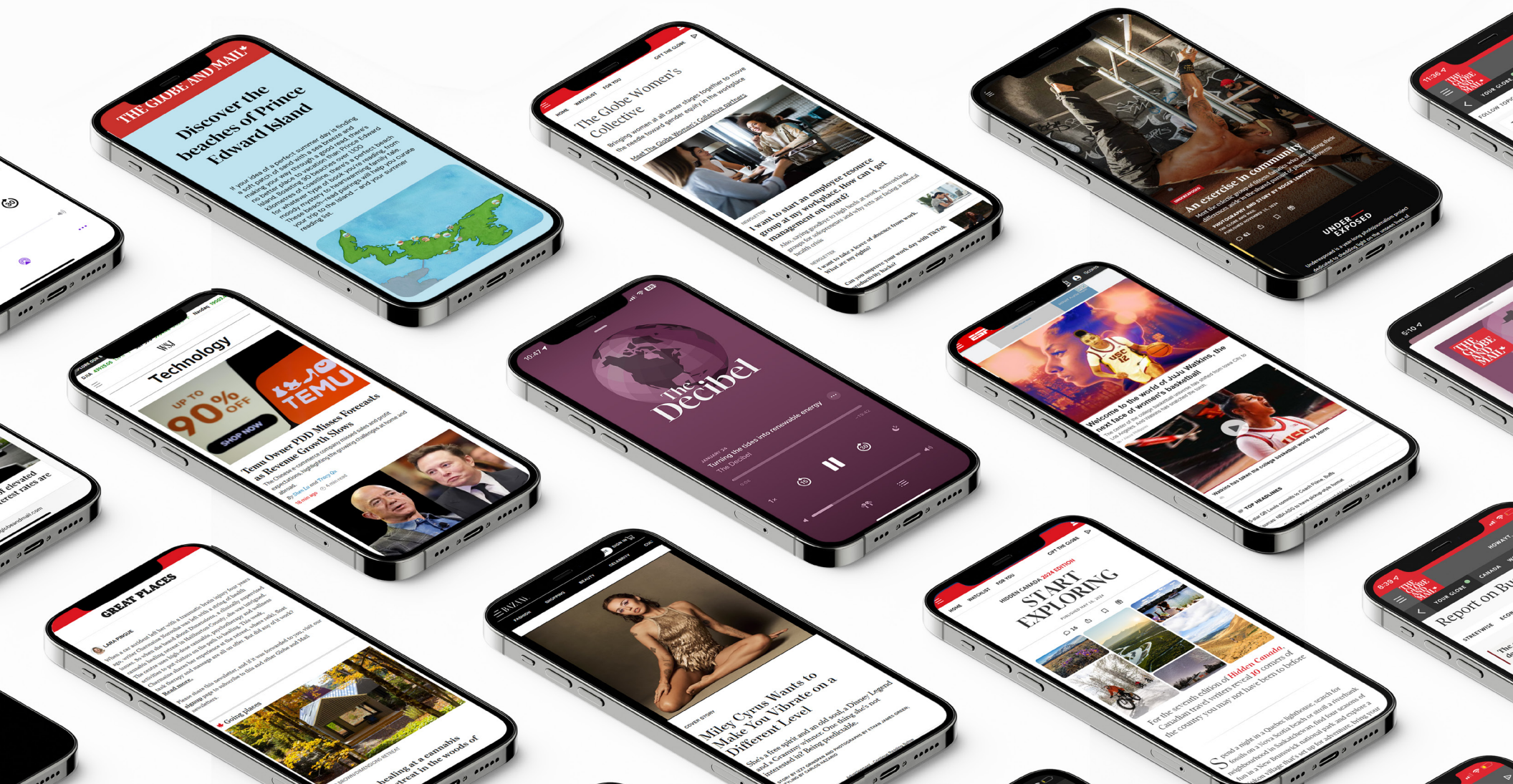




Connect with Canadians across the world's
best news, business & lifestyle sites.

Media Kit 2025

Digital and Globe Alliance



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.





6.6 Million
monthly UVs



20 Million
monthly UVs

Comscore Media Metrix Multi-Platform, Desktop and Mobile, Oct-Dec (Q4) 2024 Average



Reach Canadians on The Globe
and on our Alliance partner sites



GLOBE ALLIANCE

20 Million
monthly UVs

News, Business and Finance
14.3 million UVs



Lifestyle and Entertainment
10.9 million UVs

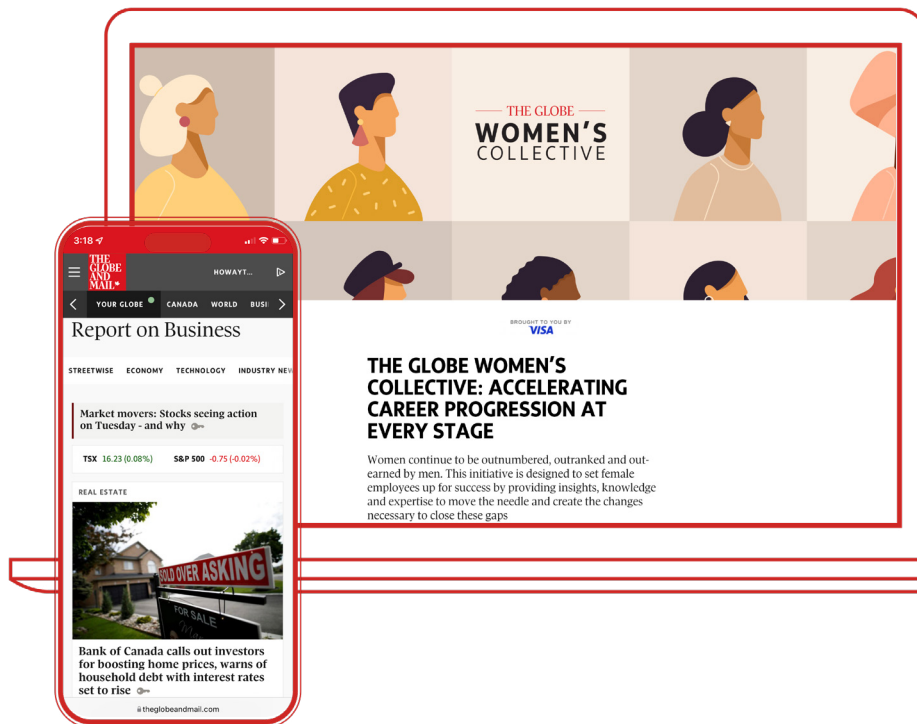


Sports
2.8 million UVs*



For Canadian perspectives, influential Canadians start with The Globe and Mail

The Globe and Mail delivers award-winning, future-focused journalism crafted in Canada, offering your brand an unparalleled opportunity to connect with the country's most engaged and discerning audiences.



THE GLOBE AND MAIL 

6.6 Million

Monthly UVs

17%

more likely to be
Senior Managers/
Owners

57%

more likely to have
investable assets of
\$500K+

33%

more likely to donate
to Canadian charities
monthly

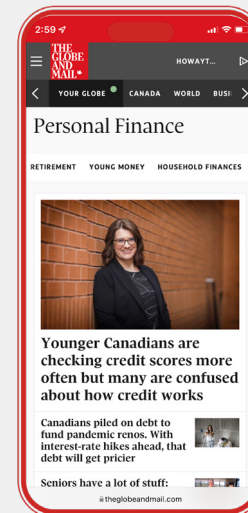
30%

more likely to shop
online monthly

40%

more likely to have
taken 3+ international
trips/past 12 mos

10% more likely to
look for profitable ways
to invest their money



For global voices Canadians trust, align with Globe Alliance

Reach Canada's decision-makers and tastemakers on Globe Alliance, a premium digital network featuring globally recognized brands. From news to business and lifestyle, these trusted sources are Canadians' go-to destinations for exceptional content.



GLOBE ALLIANCE

20 Million
Monthly UVs

71%
of MOPEs

69%
of Parents
(children <18)

70%
of Active Investors
(used/contributed to/
past 6 mos.)

73%
of Online
Shoppers
(past month)

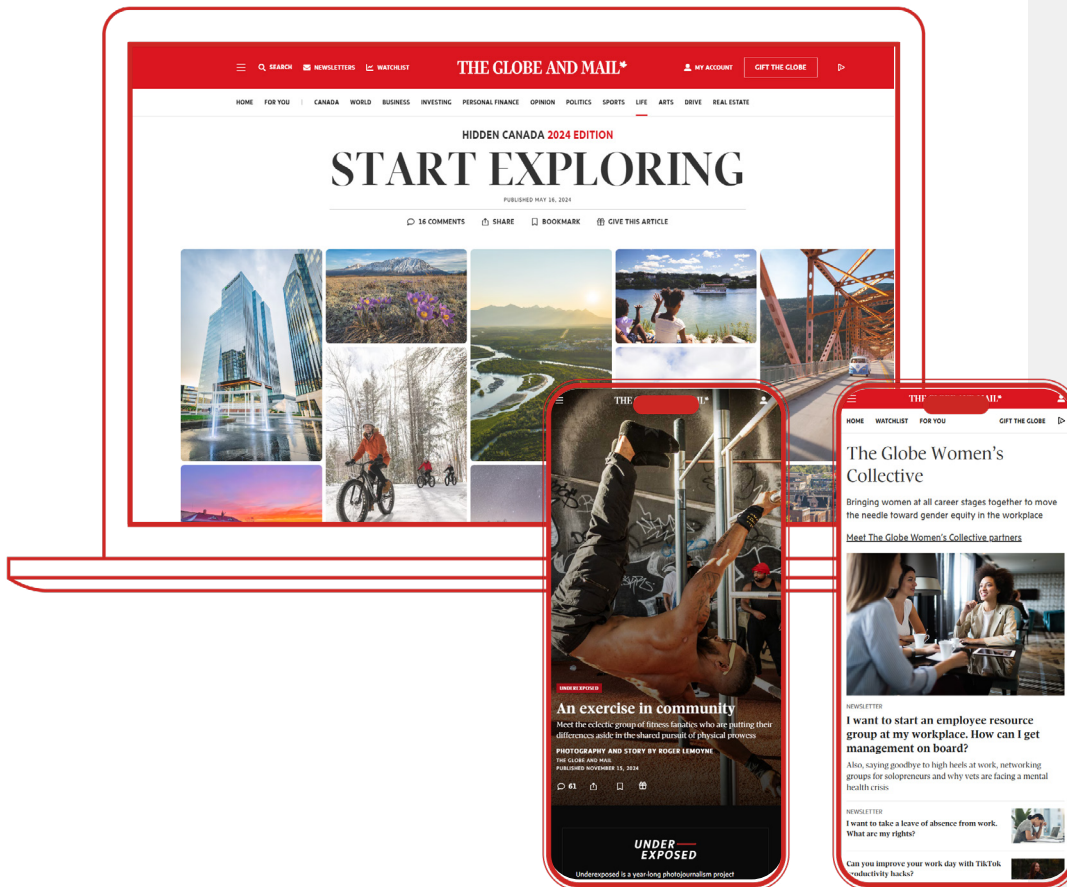
81%
of High Net Worth
Canadians
(\$500K+ investable
assets)

63%
of Business
Decision Makers

73%
Who intend
to purchase a
vehicle

70%
Who intend to
buy real estate

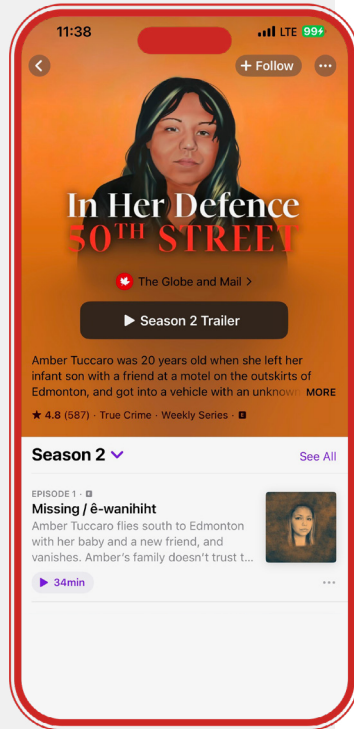
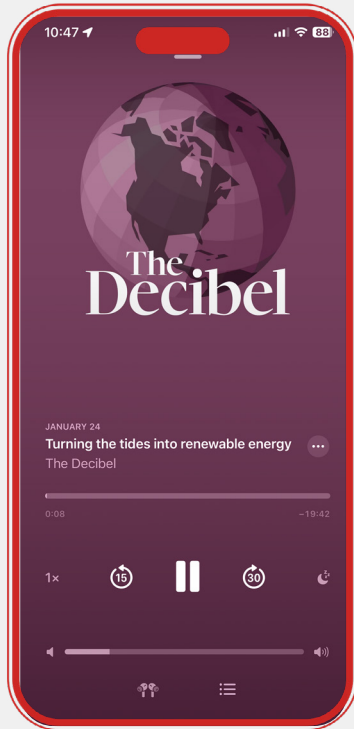
71%
Who intend
to travel



DIGITAL

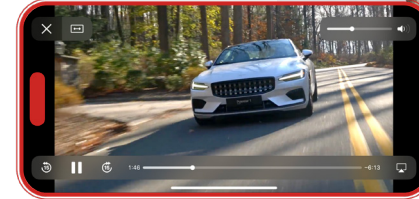
Comscore Media Metrix Multi-Platform, Desktop and Mobile,
Oct-Dec (Q4) 2024 Average, Plan Metrix, September 2024,
Intent to purchase is based on next 12 months.

Platforms that power connections



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.



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

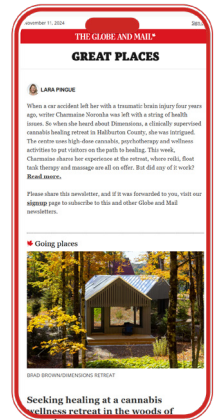
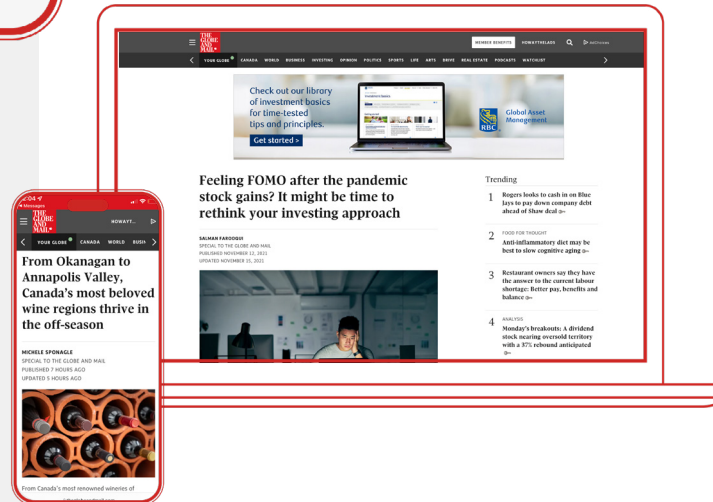
Reach our large, opt-in audience at key times in their day through 20+ content-rich News, Business and Lifestyle editorial emails.

EXPLORE NEWSLETTERS →

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 →



Data that delivers results & drives decisions

Drive your brands and your business forward with our proprietary, innovative data platform that's customizable to deliver on your marketing objectives.

Leverage The Globe and Mail's First-Party Data

We work with you for planning, activation to reach and engage with our valued readership with targeted messaging, and measure success to achieve personalized and impactful results.



Actionable Insights, Competitive Analysis and Polling

Measure success through actionable insights and competitive analysis to make your data strategy addressable. Engage with our readers to understand how specific audiences exposed to your advertising on The Globe respond to your messaging through polling and surveying.

Data Collaboration for Enhanced Data Strategy

Match your customers with our readers in a secure data clean room for deeper insights, more effective targeting and performance measurement.



Content that clicks with consumers

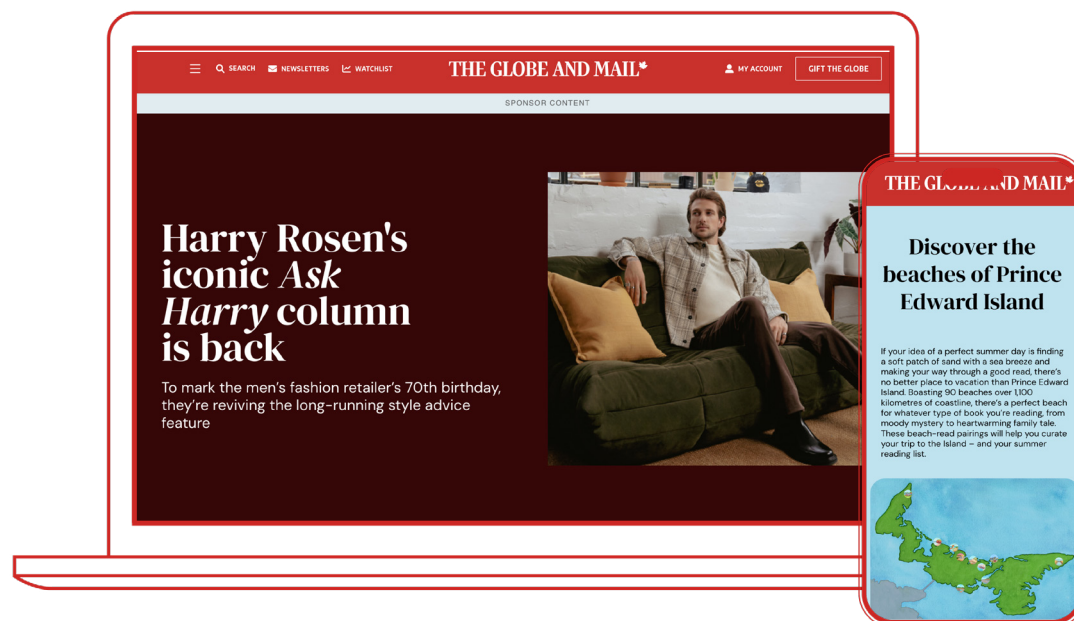
globe content studio

Globe Content Studio, the award-winning content marketing division of The Globe and Mail, specializes in creating premium brand experiences rooted in data-driven insights and creative storytelling.

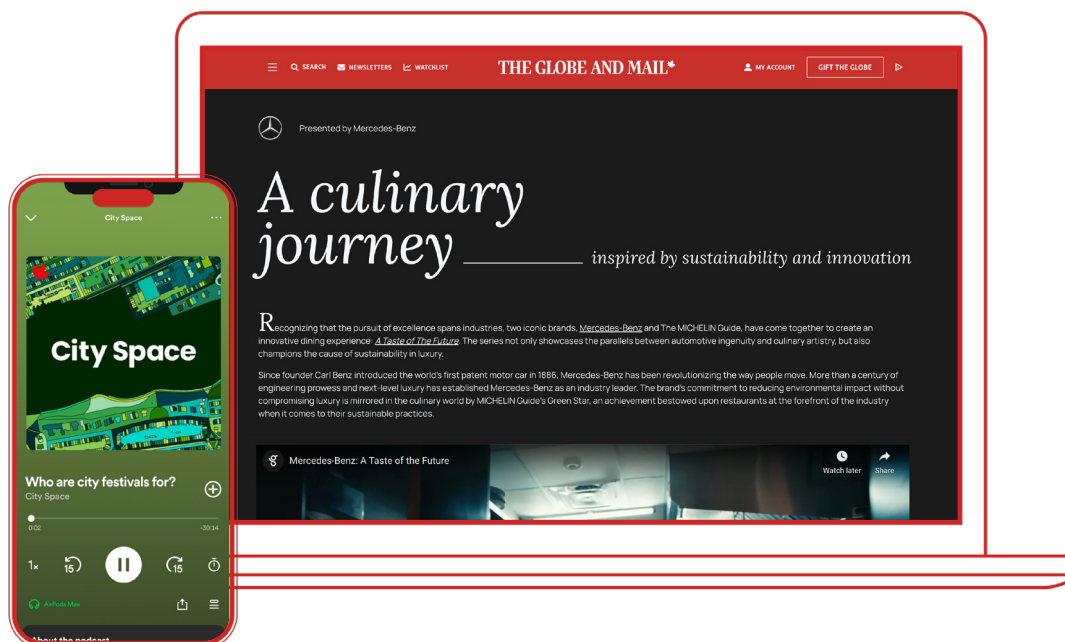
From sponsor content and video series to podcasts and interactive designs, we tailor every campaign to connect meaningfully with your audience and leave a lasting impact. With a background steeped in journalism, we know how to craft narratives that cut through the clutter and resonate where it matters most.

EXPLORE CONTENT STUDIO →

Sponsor Content



Custom Thematic Content



Creative that commands attention

Our full-service design studio designs and builds creative that drives engagement and performance.

Customize IAB units with interactive features (games, social feeds, maps, or shoppability) or grab attention with our propriety impact formats.

Get inspired in our creative gallery

[VIEW GALLERY →](#)

Creative formats and specifications

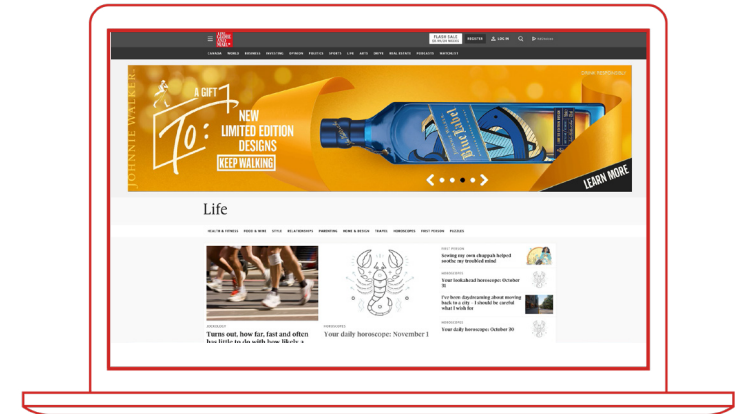
[VIEW DIGITAL SPECS →](#)



Interscroller

Capture the most mobile attention with creative that expands to fill the screen as people swipe through articles.

[VIEW INTERSCROLLER →](#)



Superhero

Dominate reader attention in premium positions and seamlessly deliver your message across screens.

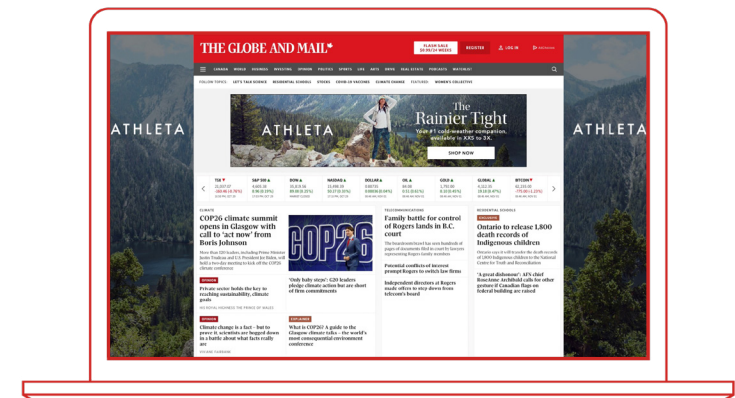
[VIEW SUPERHERO →](#)



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.

[VIEW GLOBE FRAME →](#)



Wallpaper

Make a statement with bold, immersive brand impact that's perfect for section dominations and launches.

[VIEW WALLPAPER →](#)

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

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GLOBE MEDIA GROUP

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