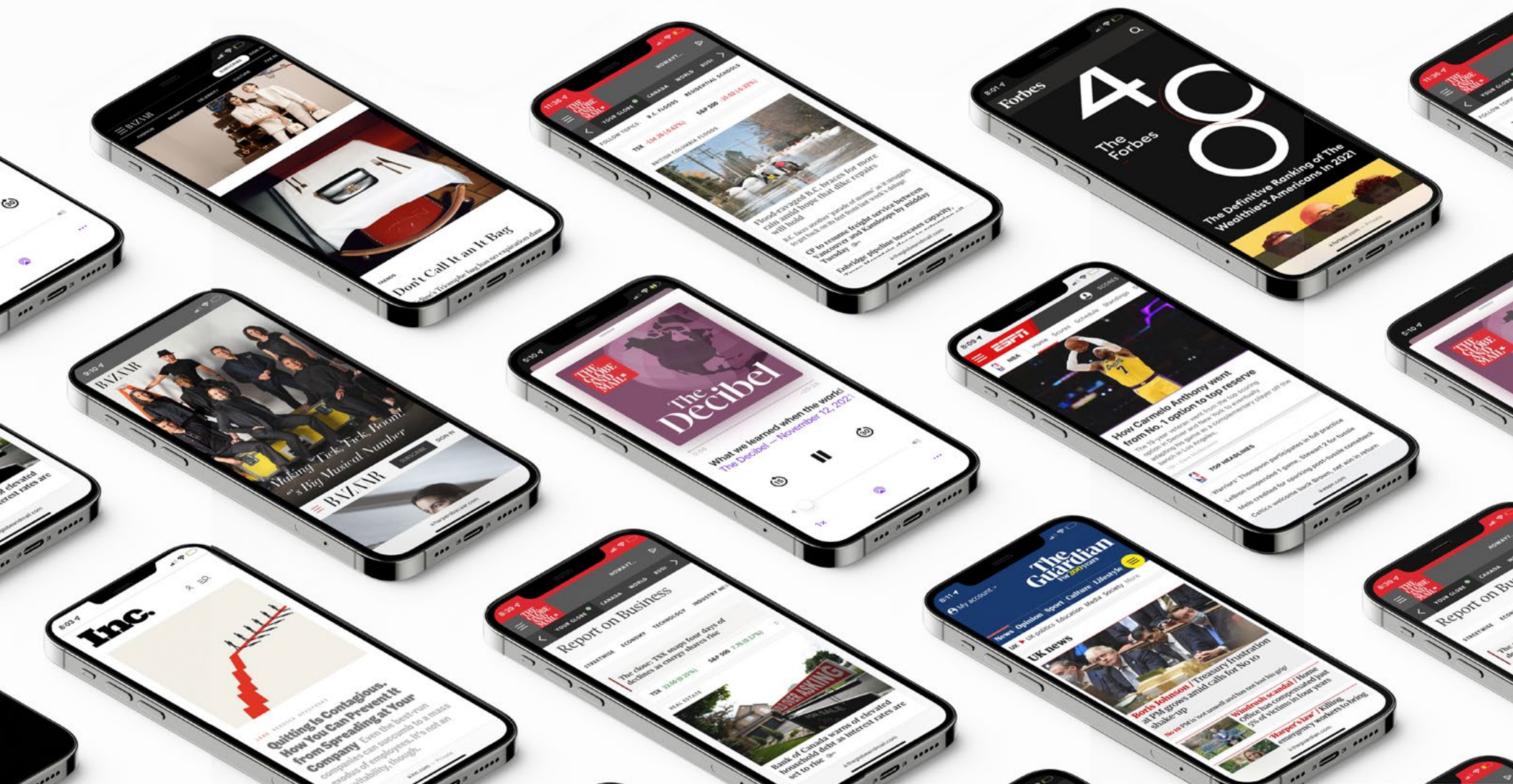




Connect to Canada across the world's best news, business and lifestyle sites

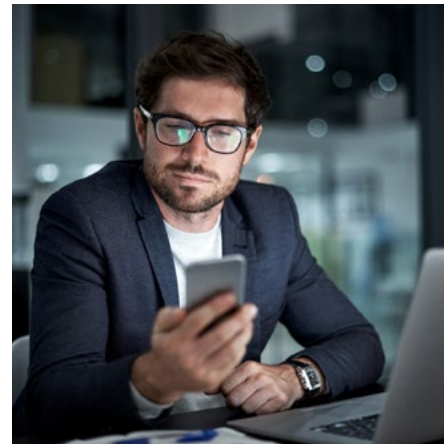
Media Kit 2024



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.



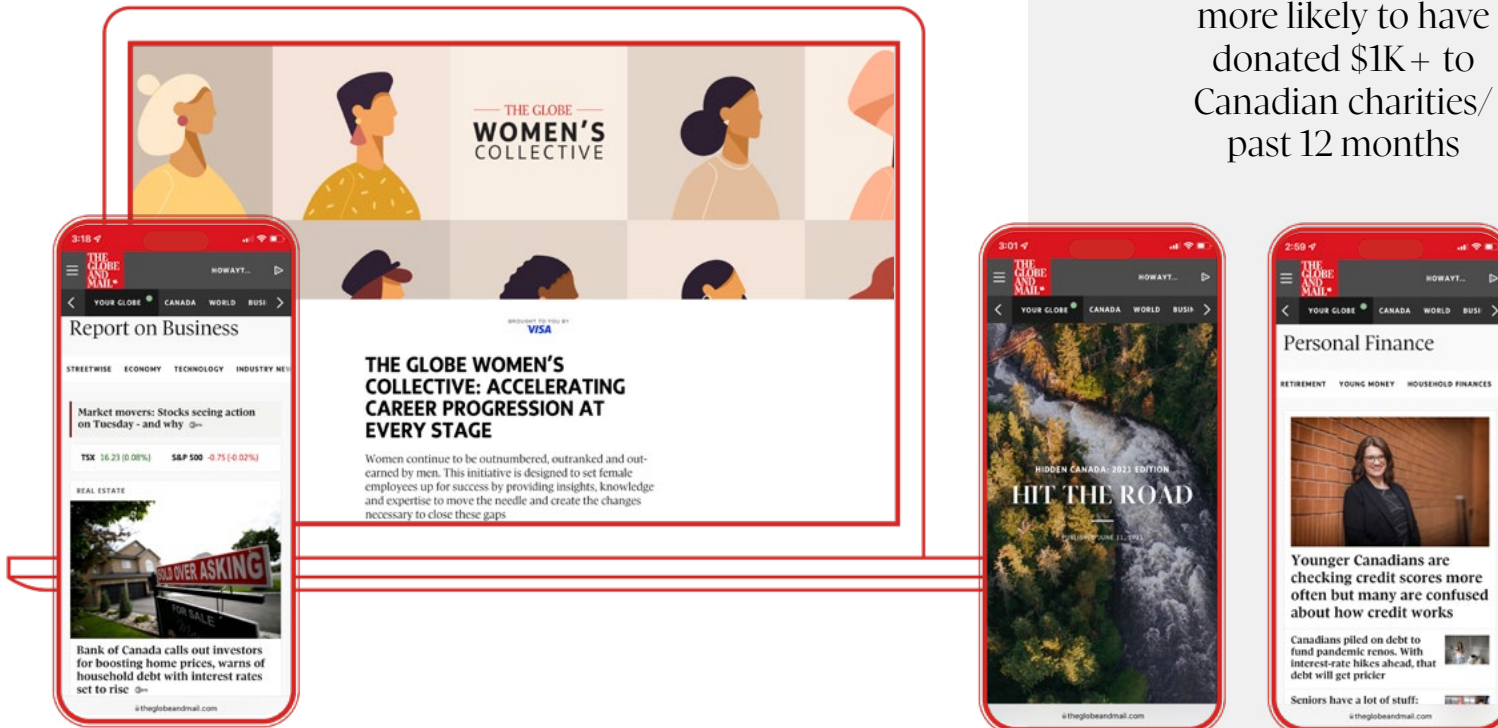
| | |
|---|---|
|  |  |
| 6.8 Million | 20.5 Million |
| monthly UVs | monthly UVs |
| Source: Comscore Media Metrix Multi-Platform, Jan-Mar 2024 (Q1) Average | |



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

6.8 Million
Monthly UVs

45%

more likely to have investable assets of \$1M+

13%

more likely to have a bachelor's degree

22%

more likely to have donated \$1K+ to Canadian charities/ past 12 months

14%

more likely to pay extra for quality goods

24%

more likely to pay more for products that elevate their status

22%

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.

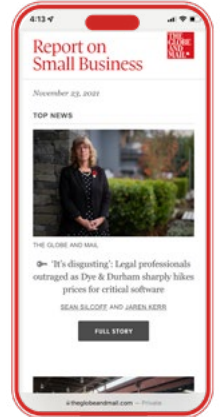
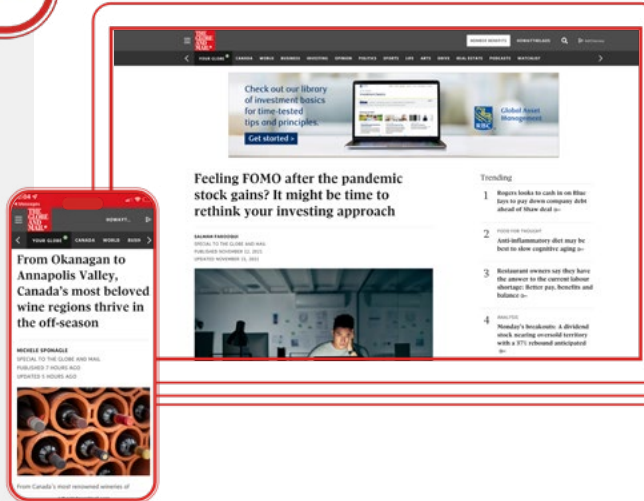
[EXPLORE EMAIL →](#)



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.

66%
of C-Suite
Executives

74%
of Business
Decision Makers

72%
of Senior
Managers/Owners

70%
of MOPes



GLOBE ALLIANCE

70%
of Small Business
Owners

70%
who intend to
purchase a vehicle

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

62%
of Parents
(children <18)

77%
of Active Investors
(10+ online trades per month)

79%
of online shoppers
(past month)

77%
of High Net Worth
Canadians
(\$500K+ investable assets)

60%
who intend to
buy Real Estate

73%
who intend
to Travel



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



GLOBE ALLIANCE

20.5 Million

monthly UVs

News, Business and Finance

17.7 million UVs



Lifestyle and Entertainment

13.4 million UVs



Sports



Who You're Reaching

63% of C-Suite Executives

64% of Senior Managers/Owners

67% of Business Decision Makers

60% who intend to purchase a Vehicle

Who You're Reaching

37% of Senior Managers/Owners

47% of High Income Households (\$200K+)

34% of Small Business Owners

67% of High Net Worth Canadians (\$1M+ investable assets)

46% of Business Decision Makers

40% who intend to buy Real Estate

47% who intend to purchase a Vehicle

48% who intend to Travel

39% 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.

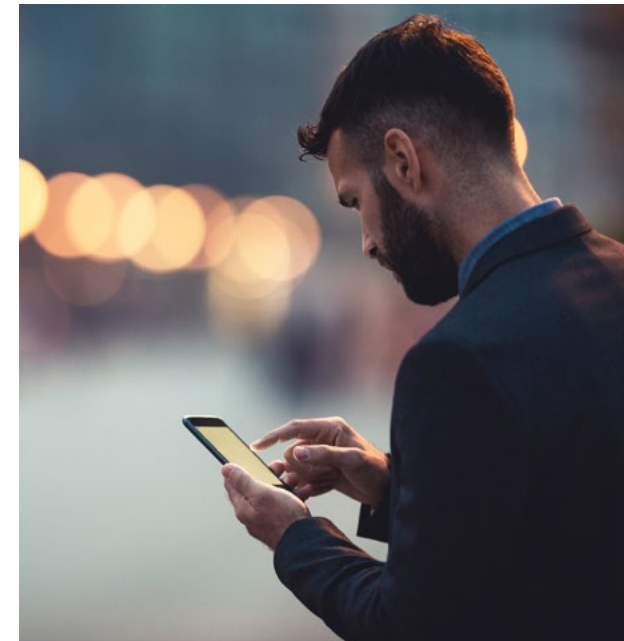
Contextual themes based on real-time content and sentiment analysis, to align your message in the most relevant and brand suitable content.

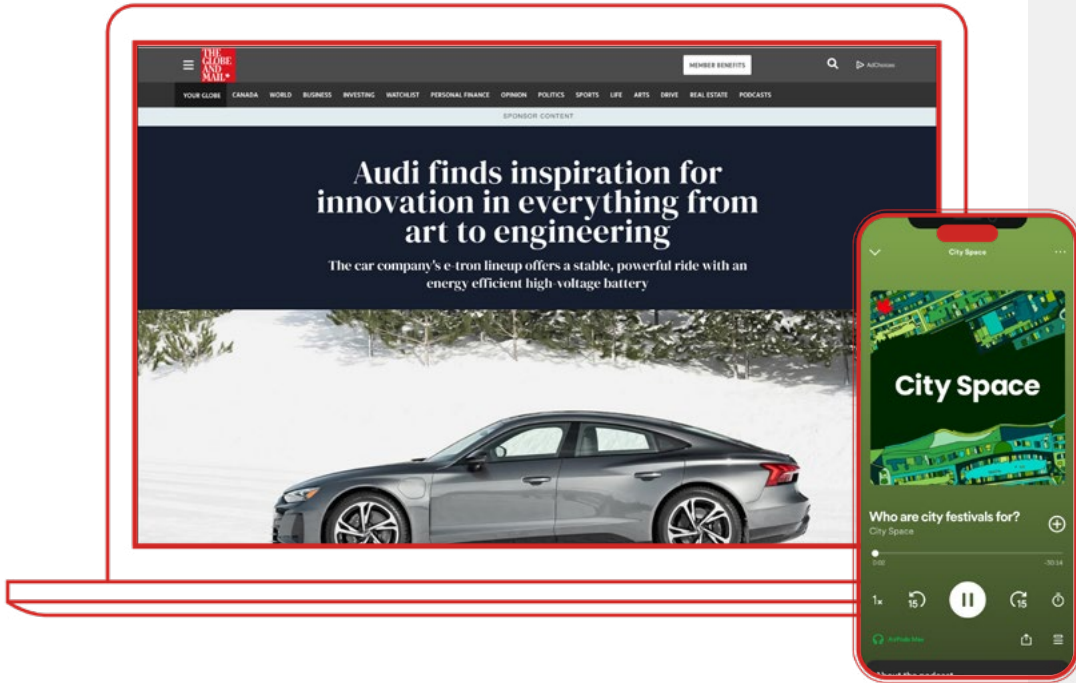
Audience

Context

Sentiment

Suitability





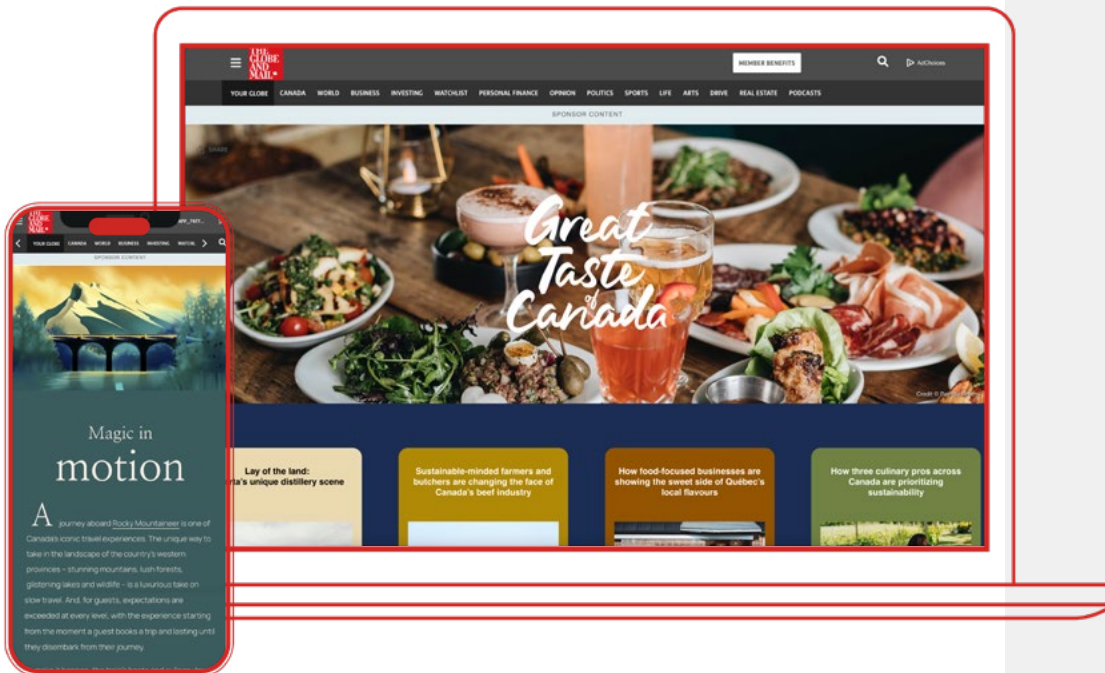
globe content studio

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.

Get inspired in our creative gallery

[VIEW GALLERY →](#)

Creative formats and specifications

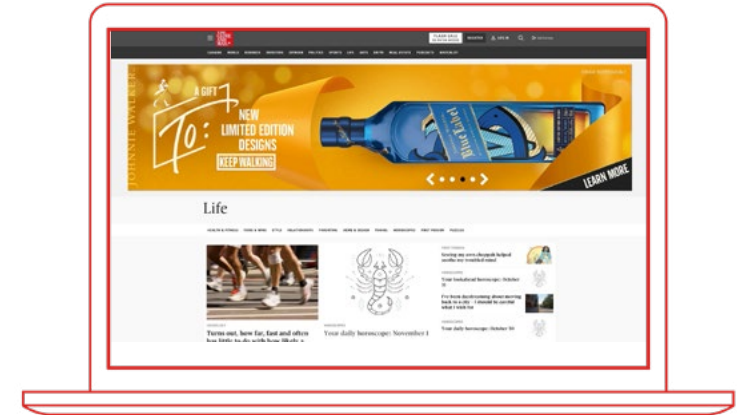
[VIEW DIGITAL SPECS →](#)



Grab attention

< Interscroller

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

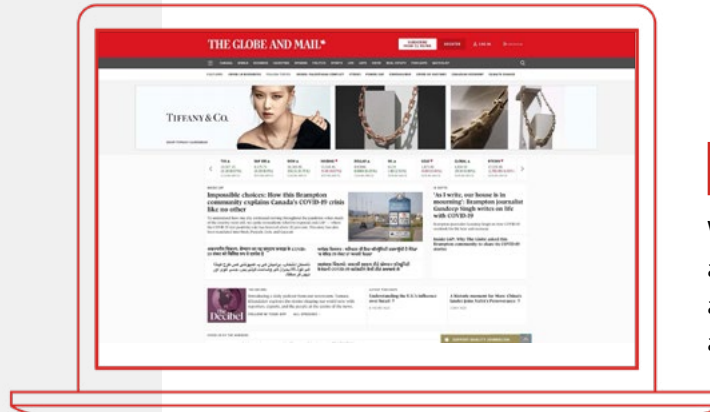


Superhero ^

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

Drive consumer response

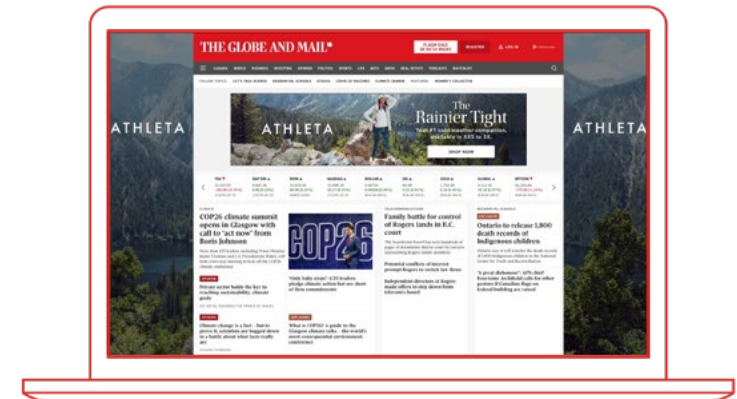
Work with us to develop creative that drives engagement and conversion through unique and innovative features such as games, integrated social feeds and shoppable content to achieve exceptional campaign performance.



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



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

TORONTO, ONTARIO & MANITOBA

TEL 416.585.5111

TOLL FREE 1.800.387.9012

advertising@globeandmail.com

EASTERN CANADA

Ottawa Region, Quebec, Atlantic Canada

TEL 514.982.3050

TOLL FREE 1.800.363.7526

advertising@globeandmail.com

UNITED STATES, WORLDWIDE

TEL 212.426.5932

GlobeMedia@AJRMediaGroup.com

globemediagroup.ca

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