



Experience the power of print with
Canada's #1 national newspaper
Newspaper Media Kit 2024



Your Globe Advantage

National Readership

Canada's #1 national news brand

THE GLOBE AND MAIL*

2.7 million

TORONTO STAR

NATIONAL POST

2.1 million

1.8 million

National Edition

633,000

Average Mon-Fri readers

1,669,000

Average Saturday readers

18-34

41%

35+

55%

25 - 54

55%

55+

23%

35 - 64

42%

Source: Vividata SCC Fall 2023, Total Weekly Readers, Newspaper National Edition. Age demos are % composition of weekly print readers

Circulation

58,229

Average M-F copies

101,886

Average Sat copies

Subscribers

Home delivery: 95%

Office delivery: 5%

Source: AAM News Media Statement, 6 months ended March 31, 2023 and Internal subscriber data

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.



2x more likely to be Senior Managers or Owners



\$37.3 Billion of business purchase influence



51% more likely to be small business owners, or entrepreneurs



75% more likely to have a personal income of \$100K+
3x more likely to have a personal income of \$200k



21% more likely to have 3+ credit cards



\$3.1 Billion in monthly credit card purchases



39% more likely to purchase/lease a vehicle/motorcycle (next 12 months)
75% more likely to purchase/lease an electric vehicle (next 12 months)



92% more likely to be active investors (10+ online trades per month)



After seeing an ad for a product, brand or service.
99% more likely to search for it
2.8x more likely to purchase it
3.2x more likely to recommend it

Source: Vividata SCC Fall 2023, Total Weekly Readers, Newspaper National Edition

MEDIA KIT 2024-01 / 2



Your Globe Advantage

THE GLOBE AND MAIL*

Retail Readership

Metro Edition

391,000

Average Mon-Fri readers

942,000

Average Saturday readers

18-34

37%

35+

59%

25 - 54

53%

55+

37%

35 - 64

44%

Source: Vividata SCC Fall 2023, Total Weekly Readers, Newspaper Metro Edition, Age demos are % composition of weekly print readers

Circulation

42,212

Average M-F copies

67,088

Average Sat copies

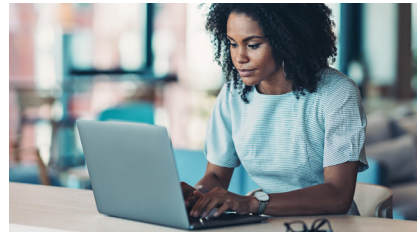
Subscribers

Home delivery: 95%

Office delivery: 5%

Source: Source: AAM 2022 Audit Report (12 months ending Sep. 30, 2022) and Internal subscriber data

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.



78% more likely to be Senior Managers or Owners



\$18.7 Billion of business purchase influence



32% more likely to be small business owners, or entrepreneurs



42% more likely to have a HHI of \$200k+
2.2x more likely to have a Personal Income of \$150k+



\$30.7 Billion spent on current vehicles



\$1.5 Billion in monthly credit card purchases



16% more likely to have investible assets of \$250K+
8% more likely to have investible assets of \$500K+



22% more likely to buy/sell Real Estate in the next 12 months
\$9.7 Billion spent on home improvements (principal residence)



After seeing an ad for a product, brand or service.
90% more likely to search for it
2.5x more likely to purchase it
2.7x more likely to recommend it

Source: Vividata SCC Fall 2023 Study, Total Weekly Readers, Newspaper Metro Edition

MEDIA KIT 2024-01 / 3



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.



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

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.



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.

THE GLOBE AND MAIL

ONTARIO EDITION • TUESDAY, SEPTEMBER 7, 2021 • GLOBEANDMAIL.COM

Nursing schools forced to turn away applicants as demand soars

XIAO XU VANCOUVER

Nursing schools across the country are seeing a surge in applications, but many students are being turned away because post-secondary institutions don't have the funding for the extra spots.

The COVID-19 pandemic has exhausted nurses and many are getting out of the field. Experts at nursing schools and hospitals say the country faces a urgent shortage just as some of those wanting to get into the profession are being shut out.

They say the solution should include more provincial funding to increase the number of university seats for students, and new approaches to training on the job, better working conditions and possibly expanded scheduling.

The Globe and Mail canvassed more than a dozen postsecondary institutions about applications to their nursing programs. Some reported a dramatic surge. The University of Manitoba this year had an increase of 50 per cent in applications to its undergraduate nursing programs, while the increase was more than 100 per cent for Queen's and more than 30 per cent at the University of British Columbia.

■ NURSES, A4

How an Ontario hotel chain got dragged into a Hong Kong security case

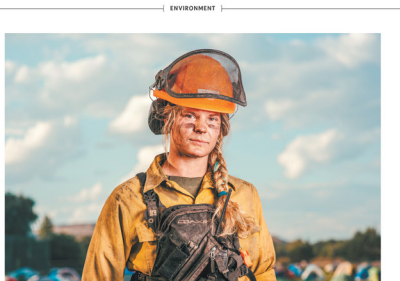
JAMES GIFFITHS ASIA CORRESPONDENT HONG KONG

Near the centre of Nipango on the Lake, Ont., sits the Wanda Hotel. Built of red brick, with a carefully restored exterior and manicured flower beds, the building is serene and swanky, possessing a sense of history, making sure to include the horse and buggy parked outside.

With rooms costing about \$300 a night, the 170-room, five-star hotel is one of three high-end hotels in the picturesque town operated by Lake House Properties Ltd. But while the buildings may emanate a historic vibe, their current ownership can be traced not to some Old Canada family, but a Hong Kong tycoon best known for publishing a racy, muckraking tabloid, Jimmy Lai.

It was that ownership which saw the hotel chain cited in a recent court case in Hong Kong, its parent company named as the defendant and facing charges of "endangering national security" in the Chinese city.

The accusations concern a cross-influencing campaign, "Fight for Freedom, Stand With Hong Kong", set up in the summer of 2020 to pay for advertisements in major newspapers around the world seeking support from the international community for the city's pro-democracy movement.



B.C.'S WILDFIRE WARRIORS

Jenna Morrison is a wildland firefighter from Vernon, B.C., where more than 400 firefighters from as far away as Australia were housed this summer as they battled the Rock Lake wildfire. Read their stories ■ A8

ROCK COLLING/THE GLOBE AND MAIL

Immigration and Refugee Board seeks to permanently block Chelsea Manning from entering Canada

COLIN FREEZE

A decade after Chelsea Manning revealed United States state secrets about the wars in Afghanistan and Iraq, officials in Ottawa are seeking to permanently block her from entering Canada.

A tribunal hearing to determine Mr. Manning's admissibility – meaning, her legal ability to enter Canada – is scheduled to take place on Oct. 7.

In 2013, an American judge ordered the former U.S. Army private to spend six years in jail after finding her guilty of providing

the WikiLeaks organization with hundreds of thousands of sensitive U.S. military and diplomatic documents. That sentence was later commuted by U.S. president Barack Obama.

Now, Canada's Immigration and Refugee Board (IRB), an administrative tribunal that makes decisions about who can enter Canada, is about to revisit the case.

Federal officials are preparing to argue that Mr. Manning's past crimes render her too dangerous to be allowed entry into the country. The government's position is that she should be blocked on grounds of serious criminality. Thousands of people are

turned away at the Canadian border for similar reasons each year.

But lawyers acting in Montreal for Mr. Manning describe her case as anything but routine. They argue to pre-hearing submissions that the government's bid to block entry of the most well-known whistleblowers in modern history "would offend Canada's constitutional and press freedoms."

Legal questions surrounding Mr. Manning's ability to cross the Canadian border have been unresolved since 2010. That year, Canada Border Services Agency (CBSA) guards turned her away at a crossing.

Taliban say last holdout region now under their control, Afghan opposition vows to continue the fight

RAJIV GOPALAKRISHNAN

The Taliban claimed victory on Monday in the last part of Afghanistan still holding out against their rule, declaring the capture of the Panjshir valley completed their takeover of the country and they would unveil a new government.

Protesters on social media showed Taliban members standing in front of the gate of the Panjshir provincial governor's compound after days of fighting with the National Resistance Front of Afghanistan

(NRF), commanded by Panjshir leader Ahmad Massoud.

"Panjshir which was the last hideout of the escapee, is captured," Taliban spokesman Zabihullah Mujahid told a news conference.

However, Mr. Massoud remained defiant and said his force, drawn from the remnants of the regular Afghan army, as well as local militia fighters, was still fighting.

"We are in Panjshir and our Resistance will continue," he said on Twitter. He also said he was safe but gave no details on his whereabouts. The NRF's head of foreign

relations, Ali Mulkhan Niazaty, said on Facebook: "The NRF forces are present in all strategic positions across the valley to come time the fight."

The story valley north of Kabul was long famed for holding out against attacks, including both by Soviet troops in the 1980s and the Taliban during their previous rule over the region. It was the main hideout of the Northern Alliance resistance fighters who toppled the Taliban with U.S. air support in 2001 after the Sept. 11 attacks on the United States.

REPORT ON BUSINESS



Ottawa unable to show progress on pledge to diversify suppliers

REPORT ON BUSINESS



Most of Canada's top CEOs see pay climb during pandemic year

REPORT ON BUSINESS



Canada's Prime Minister says she is 'not' a 'strong' supporter of the Green Party

BEARLAW
Protest leader Maria Kolesnikova sentenced

FEDERAL CAMPAIGN
O'Toole leaves door open to repealing ban on guns used in mass shootings ■ A3

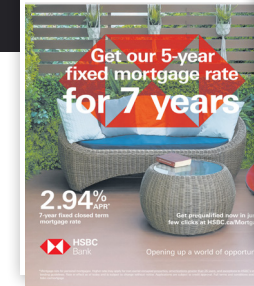
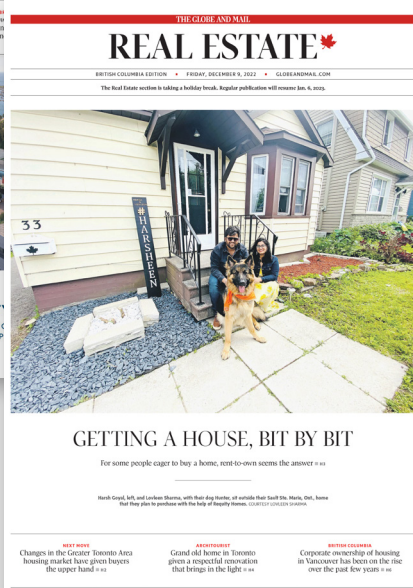
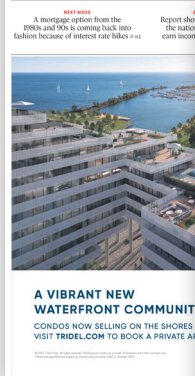
Real Estate

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

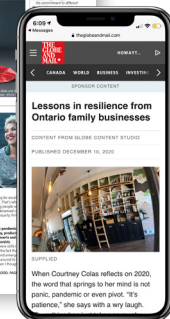
Throughout the year we publish a wide range of advertorial Integrated Content Features and editorial Special Reports in print and online.

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.

SPAVOR BLAMES KOVRIG FOR DETENTION

THE GLOBE AND MAIL

ONTARIO EDITION
SATURDAY, NOVEMBER 18, 2023 | GLOBEANDMAIL.COM

NEWS

THE TWO MICHAELS

Michael Spavor is seeking millions from the federal government after being detained for more than 1,000 days in China. He alleges it never would have happened if his fellow prisoner, Michael Kovrig, hadn't shared their conversations with Ottawa. **A4**

PHOTO ILLUSTRATION BY THE GLOBE AND MAIL/THE CANADIAN PRESS/AP/APP PHOTO / CRISSGROUP/ALIE DAVID DE LOSS

REPORT ON BUSINESS

INSIDE THE \$9-BILLION DEAL FOR TECK'S COAL UNIT

B1

SPORTS

HAIL FLUTIE

RETIREE QUARTERBACK DOUG FLUTIE ON LIFE AFTER FOOTBALL **B1**

NEWS

Sudan demands an end to UN mission amid escalating violence **A19**

REPORT ON BUSINESS

U.S. millionaire pitches Canadian ghost town as an energy hub **B4**

ARTS & BOOKS

IAN BROWN ON A PORCELAIN OBSESSION ROOTED IN LOVE **B1**

PURSUITS

JIGGLE IT SAY HELLO (AGAIN) TO JELL-O **P1**

SECRET CANADA

Explore our national database of freedom of information records. [SecretCanada.com](#)



Report on Business

Eric Reguly: No quick fix for Europe's self-manufactured energy crisis ...

Rogers chairman failed to oust CEO amid power struggle

Edvard Rogers's attempt to replace Joe Natale with CEO was blocked by state, other board members

A question of balance

The Bank of Canada's mandate is up for review. Should it only target inflation? Or consider other variables too, such as unemployment?

Mark Rendell reports

September jobs surge returns employment to pre-pandemic levels

Global deal reached on 25 per cent minimum corporate tax rate

SPORTS

The Leafs and Oilers have talent, but can't break through ...

Canoe Polo will help red-eyes around mental health ...

Antoine Durocher: Why has he failed to lead the AHL ...

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.



Opinion

AN INCONVENIENT TRUTH

Climate research is caught in the midst of an existential battle, writes Viviane Fairbank, about what science is, how it should be conducted, and what kind of results it produces

NEWS

North Link: Offers both good to connect railroads, freight shipping with cars ...

SPORTS

Long overlooked: The last Coast new circle print's best cuts, long before ...

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.

Sports

A TIME OF YEAR FOR DREAMING

Head of the NHL regular season, even Canadian fans' choice of hockey is worth it. **CANADIAN CHOICE**

NEWS

North Link: Offers both good to connect railroads, freight shipping with cars ...

SPORTS

Long overlooked: The last Coast new circle print's best cuts, long before ...



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

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 →](#)

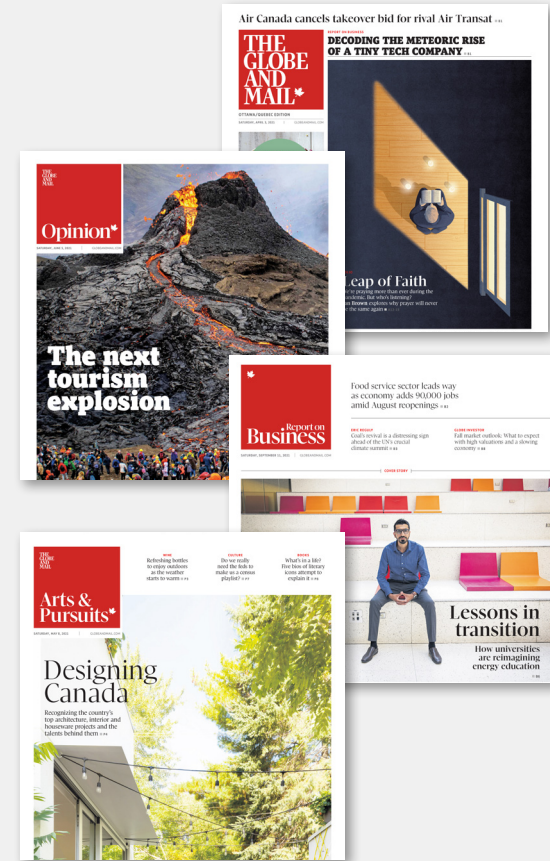
Production specifications and advertising FTP:

[VIEW SPECS →](#)

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

A force for good: New study shows how Walmart Canada drives positive impact nationwide

Walmart Canada's commitment to social and environmental responsibility is a key driver of its success. A new study shows how Walmart Canada drives positive impact nationwide through its various initiatives.

By the Numbers

- \$20.9-billion** in total sales across all Walmart Canada stores in 2023
- \$3.3-billion** in total sales from Walmart Canada's private label brands in 2023
- \$5.3-billion** in total sales from Walmart Canada's private label brands in 2023
- \$200-million** in total sales from Walmart Canada's private label brands in 2023
- \$28-million** in total sales from Walmart Canada's private label brands in 2023
- \$20-million** in total sales from Walmart Canada's private label brands in 2023



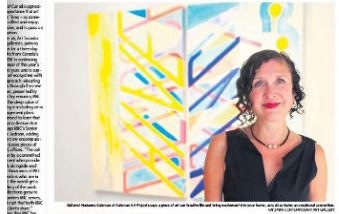
Walmart Canada's first Economic and Social Impact Report shows positive contributions to workforce, communities, and local suppliers

Making life more affordable for Canadians is one of the ways the company contributes to the Canadian economy. The 2023 Impact Report, presented by The Globe and Mail, highlights how Walmart Canada supports Canadians through its many meaningful initiatives, giving back to the community, and supporting better career opportunities.



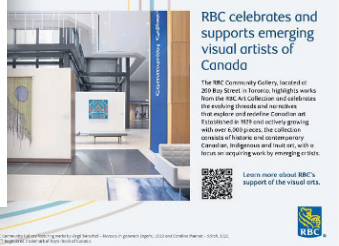
RBC's artful approach: Investing in artists and building a wealth legacy

As an art collector and promoter of emerging artists through its sponsorship of the gallery, RBC undertakes the role of a wealth legacy through art.



RBC's art collection is a testament to its commitment to supporting emerging artists and building a wealth legacy through art. The gallery, located at 200 Bay Street in Toronto, highlights works from the RBC Art Collection and celebrates the art of emerging and established Canadian artists.

Emerging artists are being forward-kissed for their perspectives from their perspective.



RBC celebrates and supports emerging visual artists of Canada

RBC celebrates and supports emerging visual artists of Canada

The RBC Community Gallery, located at 200 Bay Street in Toronto, highlights works from the RBC Art Collection and celebrates the art of emerging and established Canadian artists.

Presented by **EXPLORE** **THE GLOBE AND MAIL**

A song COMES to life

Indigenous experiences in Edmonton inspire a musician

Listen to the story

SPONSOR CONTENT

The winter moisturizer Sasha Exter swears by

Like most Canadians, Sasha Exter has spent her life searching for the cure for winter skin.

You know the feeling: When your skin is so dry and weather-battered that it feels like nothing could

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



◀ Bookends

Floating > Banner



Take the next step

For more information – including rates – and to create powerful marketing campaigns, please contact your Globe Media Group Team.

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