



PUBLICATION DATES:

April 23, 2016 and
 September 24, 2016

GET INVOLVED BY:

April 1, 2016 and
 September 2, 2016

MATERIAL DUE:

April 8, 2016 and
 September 9, 2016

CONTEXTUAL PLACEMENT:

LIFE & NEWS

RATES:

REPORT AND FEATURE RATES APPLY

HOME DÉCOR

The Globe and Mail's Home Décor feature will be a beautiful and special section published on high-quality glossy stock. It will help our readers plan, budget and execute their next home decorating or cosmetic renovation project.

Globe and Mail readers not only have the desire but also the means to decorate their homes. Home Décor is an excellent opportunity for our advertising partners –across design, décor, furnishings, home entertainment and more – to connect with these outstanding customers.

Please speak with your Globe and Mail sales representative to learn more and to reserve your space.

REACH YOUR MARKET**



IN PRINT...

893,000

WEEKDAY PRINT / PDF READERS

1,032,000

SATURDAY PRINT/PDF READERS



ONLINE...

3.7 MILLION

UNIQUE VISITORS

3.9 MILLION

MONTHLY MOBILE READERS

**THE GLOBE AND MAIL
 ATTRACTS CANADA'S
 INFLUENTIAL ADULTS AND
 EXECUTIVES***

Our weekday readers:

Globe readers are **more likely** to have **household incomes of \$125,000+** (Index 133)

They are **more likely** to have spent **\$20,000+** on home improvements (Index 119)

In total, they spent **\$18.8 billion** on improvements in the past 2 years

Source: Vividata Q2 2015 – Ontario 18+ - Globe Print/Digital Weekly Readers

NEXT STEPS? Contact Up Marketing at 416 850 8787 or info@upmarketing.com for rates and further information

All reports and features offer comprehensive packages to reach audiences through targeted content. Plus, print, digital and social are offered with most opportunities. All reports and features hosted on globeandmail.com receive rotational one month promotion on the GAM.com homepage.

Click on the images for examples of our:



HOME DECOR (DIRECT)

Bundle digital and newspaper to make the most of your ad buy:

- › Globe and Mail readers spend 3+ minutes per special article; more time for your ad to be seen
- › Low newspaper and digital duplication; include both to maximize reach
 - 64% of National digital readers don't read the paper
 - 53% of National Globe newspaper readers don't access the website
 - 62% of Ontario digital readers don't read the print paper
 - 52% of Ontario Globe newspaper readers don't access the website

Source: Vividata Q2 2015 – Age 18+; Moat Analytics

ADVERTISING RATES (NET)

	METRO
FULL PAGE	\$9,900*
TWO-THIRDS (2/3) PAGE	\$7,500*
HALF (1/2) PAGE	\$5,500**
THIRD (1/3) PAGE	\$4,000**
QUARTER (1/4) PAGE	\$2,900**
EIGHTH (1/8) PAGE	\$1,900***

* INCLUDES 150,000 IMPRESSIONS.
 ** INCLUDES 100,000 IMPRESSIONS.
 *** INCLUDES 50,000 IMPRESSIONS.
 ALL REMAINING RATES INCLUDE 300,000 DIGITAL IMPRESSIONS.
 DIGITAL IMPRESSIONS CAN BE EXTENDED ACROSS GLOBE ALLIANCE.
 IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS.
 ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

STANDARD PRINT OPTIONS (APPEAR IN FULL COLOUR)

FULL PAGE 10 columns x 280 agates 9.88" x 20.0"	2/3 PAGE 10 columns x 187 agates 9.88" x 13.36"	1/2 PAGE 10 columns x 140 agates 9.88" x 10.0"	1/3 PAGE 10 columns x 93 agates 9.88" x 6.64"	1/4 PAGE 5 columns x 140 agates 4.86" x 10.00"	1/8 PAGE 5 columns x 70 agates 4.86" x 5.00"

STANDARD DIGITAL FEATURES

CONTENT PROMOTION

- › Offered for Editorial Reports and Advertising Features.
- › Offered in 300 x 600 audience engagement format.
- › Top half features special section advertiser.
- › Bottom half features up to four links to articles related to the section.
- › Globe and Mail homepage promoted.

ARTICLE PAGES

- › Offered for Editorial Reports and Advertising Features.
- › Includes equal share of voice of one leaderboard, one big box as roadblock.

MAIN REPORT LANDING PAGE

- › Offered for Advertising Features.
- › Features all report articles from the special section. Includes equal share of voice of one leaderboard and one big box as roadblock.

