

# Sponsor Content Amplification Strategy



## NATIVE DISCOVERY →

Engage your audience with native placements that mimic the look and feel of editorial promotion and are delivered alongside content

- Globe Native
- CPC Native\*

## SOCIAL AMPLIFICATION →

Extend your connection with paid social, tagged with your brand handle

- Platforms to be determined based on ability to best engage your intended audience\*\*

## DISPLAY →

Enhance your association with targeted, branded content drivers that surface in standard ad positions

- Contextual & audience targeting across Globe Alliance premium environments
- CPC Display (Managed Performance) will efficiently drive readers to content

## LANDING PAGE



We leverage a variety of tactics to drive **program reach** (measured by impressions & page views) and deliver **meaningful engagement** (measured by active time spent on content article pages).

**We pivot throughout the campaign to ensure we deliver against program objectives.**

# Extend your content to reach an exclusive print audience

Further leverage content created with a turnkey print extension in The Globe and Mail newspaper to extend campaign reach quickly.

Extend your awareness and page views by reaching unique Globe readers in print:

- 5.9 million print / digital weekly readers
- 1.4 million are exclusive to the newspaper (54% of weekly print readers)

Why is PRINT newspaper important to your plans?

- Leveraged credibility
- Engagement & Attention
- Print ads offer flexibility
- Influential readers swayed by print
- Unplugging is in
- Print drives action



\*Article production fee included in digital campaign | Source: Vividata Spring 2022 Readership Study, Total 14+, National

# Pursuits

Our Saturday Lifestyle Section

Our readers have a wealth of interests, passions and obsessions – and they want to feed these interests and to be inspired by new ones.

Each weekend, Pursuits presents them with a vibrant mix of Style, Fashion and Beauty, Home Decor, Travel, Society and Food and Wine, along with Puzzles, Games and Horoscopes.

Running nationwide, you'll reach Canadians with discerning taste when they're in the ideal position to engage with – and react to – your members' messages.

Globe Print Saturday

**1,628,000**

Average Circulation

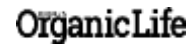
**123,400**



Gain exclusive access to  
**20 MILLION**  
**CANADIANS**  
across our premium  
publishing partners with  
**The Globe Alliance.**



# Alliance



Leverage our premium, contextually-aligned

## Travel Channel

Elevate your brand where millions of Canada's business and vacation travelers seek the latest must-visit destinations, with advice on what to pack, wear and do when you get there.



**Forbes**

BAZAAR

ELLE



Woman'sDay

TOWN&COUNTRY

*The Atlantic*

**The Guardian**

VERANDA

The Washington Post

THE WALL STREET JOURNAL



# Best-in-class Performance, Delivered.

We have a specialized team of media, content and social strategists dedicated to ensuring the campaign maximizes reach and delivers audience engagement – working closely with you to ensure the content connects with your target consumers.

## Recent Accolades

### Hendrick's - "Hendrick's Gin Presents Peculiar Puzzles"

Silver, Best in Content Publishing – MIA 2021

Bronze, Best in Alcoholic Beverages – MIA 2021

### Travel Alberta - "The Art of Winter"

Silver, Consumer Services/Engagement – CMA Awards 2021

Bronze, Best in Travel and Tourism – MIA 2021

## A Proven Track Record of Success



*"We're very happy to see how well this campaign performed both in terms of metrics and supporting the tourism industry. It was wonderful working with your team! We really appreciate how quick and nimble you were throughout the entire process."*

**SAMANTHA ROSENBERG,  
CONTENT SUPERVISOR  
INITIATIVE MEDIA**

**+59%**

Surpassed page view commitment

**+50%**

Surpassed sponsor content time spent benchmark

**+37%**

Achieved efficiency above projected CPV



*"Globe Content Studio was able to clearly demonstrate the value of CPAs to Canadian businesses through engaging profiles that focused on how their strategic advice helped companies achieve growth through the challenging pandemic period."*

**LYNE LORTIE, VP BRAND  
STRATEGY & MARKETING,  
CPA**

**3X**

Overachieved page view commitment on sponsor content

**+85%**

Surpassed sponsor content time spent benchmark

**+7%**

Surpassed experience rating benchmark for Globe webcasts