

SPECIAL FEATURE
2010

LUXURY WATCHES

JULY Publication date: June 25
Space close: May 12
Material deadline: May 31

NOVEMBER Publication date: October 29
Space close: September 8
Material deadline: September 24

For information about advertising in this advertising feature, please contact:

Keith Ryder Category Manager t: 416.585.5691 e: kryder@globeandmail.com

Sonja Tasovska Project Co-ordinator t: 416.585.3318 e: stasovska@globeandmail.com

Report on Business Magazine readers love to buy watches for themselves and as gifts. ROBM readers have the means and the desire to purchase luxury watches and often do.

Of course, the right occasion calls for the right watch and with so much to choose from in the marketplace, how do watch builders and retailers stand out in the crowd?

To help our partners educate and motivate ROBM readers to learn more and ultimately purchase a new watch, the July, Top 1000 and November editions of ROBM will feature a special feature on watches called Luxury Watches.

This report will focus on watches from participating advertisers within Luxury Watches.

Don't miss your chance to reach the highly affluent ROBM audience. Contact your sales representative today.

THE GLOBE AND MAIL

REPORT ON BUSINESS
MAGAZINE

Tentative topics to include:

- What is new in trends and lines
- What executives are wearing
- New technology in watches
- The right watch for the activity or function
- Fashion tips

Research

222,000 ROB Mag readers bought a watch in the past 12 months

This translates into about 1 in 5 readers

On average, they spent \$184 on watches for themselves/others (80% more than the average person).

Their total expenditure on watches in the past 12 months was \$40.5 million

Source: PMB 2009 Fall Study – Adults 18+

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ADVERTISING INFORMATION

Advertising Rates

Pricing - Negotiated volume rates apply.
15% discount when 2 issues are purchased.

Ad Size	Net Rate
Full Page + Full Page Content + 100,000 ROS Big Box Impressions	\$26,000
DPS + Full Page Content + 100,000 ROS Big Box Impressions	\$40,000
1/2 Page + 1/2 Page Content + 100,000 ROS Big Box Impressions	\$16,000

Production Requirements

Advertisement Sizes	Live	Trim	Bleed
Page	7 1/4 x 10	8 1/8 x 10 3/4	8 5/8 x 11 1/4
DPS	15 1/2 x 10	16 3/8 x 10 3/4	17 1/8 x 11 1/4
1/2 Horz	7 1/4 x 4 15/16	8 1/8 x 5 3/8	8 5/8 x 5 7/8
1/2 Horz DPS	15 1/4 x 4 15/16	16 3/8 x 5 3/8	17 1/8 x 5 7/8

General Requirements for Advertising Material

- » DPS ads must be set up as single pages
- » All disks (Zip, CD, Jaz) must be supplied with a digital halftone proof (eg. Polaproof, Kodak Approval)
- » Non-halftone digital proofs (eg.thermal, dye sublimation or ink-jet proofs) are not recommended without colour calibration with our printing press
- » Laser proofs and colour keys are not acceptable proofs

General Requirements for Macintosh QuarkXPress Files

- » All high-resolution files in CMYK (minimum 300 dpi)
- » All TIFFS and EPS files must be placed in your document
- » Adobe Illustrator files must be saved with a preview and all placed art or images must be included
- » QuarkXPress data and hyphenation files must be included if using QuarkXPress 3.0 or earlier
- » All screen and printer fonts used in the document (plus all EPS files) must be supplied
- » All colours must be defined as CMYK with separation turned on in the edit colours dialog box
- » Ads with drop shadows should be layered in offset text boxes
- » Include a printout of the directory list of all files, fonts, EPS files, etc.

General Requirements for PDF Files

- » Optimized PDF with thumbnail preview (PDFX 1 preferred)
- » Output resolution set to 2400 dpi
- » No compression or resampling
- » Embed all fonts
- » All embedded art or images should be high resolution in CMYK (minimum 300 dpi)
- » No colour conversion and all colours should be defined as CMYK

YOU ALSO NEED TO KNOW: Any advertising published by The Globe and Mail in the newspaper or any of its other publications may, at our discretion, be published, displayed, retained and archived by us and anyone authorized (including any form of license) by us, as many times as we and those authorized by us wish, in or on any product, media and archive (including print, electronic and otherwise). All advertising must meet Globe and Mail terms and conditions – ask for a printed copy from your Globe and Mail advertising representative.

Mechanical Specifications

- » Web offset printing
- » 133 line screen
- » Saddle stitch binding

2010 Closing Dates Dates subject to change

Research:

Report on Business Magazine Readers:

- » They are over 2.4 times more likely than the average Canadian to have a university degree
- » Over 1 in 4 are in senior manager/professional positions (Index 287)
- » 76% have purchased men's clothing in the last 12 months (Index 118)
- » They spent over \$640 million on men's clothing in the last 12 months (Index 191)
- » On average, they spend over \$700 on men's clothing; 60% more than the average Canadian!

Source: PMB 2009 Fall 2 Year Study; Base: Total Canada – Adults 18+



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