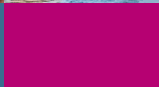


# Globe Recognition



Imagine the possibilities, experience the rewards



# EXPERIENTIAL MARKETING

Connects consumers with brands in personally relevant and memorable ways, and communicates the essence of a brand through a personalized experience.

It moves beyond the traditional “features-and-benefits” model and casts to a wide audience that includes not only those who may benefit from a brand or product, but also those who would not benefit at all.

And lastly, it presents an experience that people choose to attend and participate in after identifying the relevance of a brand or product to their interests and passions.



# WHO

- As of December 2010 there are approx **92,117** registered Globe Recognition members.
- Members live in;
  - BC – 18,092
  - ONT – 74,025.
- The demographic profile of members represents the top segment of The Globe's audience, even higher than that of the subscriber base.
- Our members have a higher HHI than the average Globe and Mail reader.
- Average Recognition household income is \$146,820.  
*\*Source: Globe Recognition Internal Survey – December 2007*
- 52% of our members are Managers/Owners/Professionals.

# WHAT

- The Recognition Program is an experiential based loyalty program that provides Globe and Mail subscribers access to unique and exclusive events and offers.
- Offers can include pre-sale concert tickets, private closed door shopping events, movie/DVD premieres, gourmet food and wine evenings, book launch parties, extended test drive opportunities.
- All Globe Recognition events must be exclusive and of high perceived value.

- Our primary means of communication to this coveted database is by email.
- All offers are hosted on The Globe Recognition site *[www.globerecognition.com](http://www.globerecognition.com)*.
- We average 2 offers per week.
- Globe Recognition email offers are supported by a ¼-page vertical or horizontal fill colour print ad.

# HOW

## Value to the advertiser:

<b>Print Value:</b>	¼ page full colour vertical ad, 708 lines	\$24,000 (approx.)
	¼ page full colour horizontal ad, 700 lines	
<b>Email Value:</b>	Email push to ON based on \$350/CPM	\$25,900
	Email push to BC based on \$350/CPM	\$6,300
<b>Experiential Marketing:</b>	Ideation	
	Logistics	
	Value	\$7,250
<b>Creative Services:</b>	Print and online value	\$7,000
<b>Regional Value:</b>	ON:	\$64,150
	BC:	\$44,550
<b>Combined Value:</b>		<b>\$108,700</b>

Exclusive offers for our valued Globe and Mail subscribers

**Globe Recognition**  
Imagine the possibilities, experience the rewards

**ENTERTAINMENT**

**the CANADIAN TENORS**  
ARE RETURNING HOME FOR THEIR NATIONAL HOLIDAY CONCERT TOUR!



Globe Recognition Members will receive an autographed copy of the Canadian Tenors' latest CD with ticket purchase, and three winners from each performance will get a chance to meet the Tenors during intermission in the show!

**YAGHEWITZ**  
December 19 (Sold Out)  
**HANAUER**  
**QUINN**  
the

**JLE**

To purchase tickets go to [globe recognition.com](http://globe recognition.com). Visit our site for a complete list!

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**ARTS AND CULTURE**

**NIXON IN CHINA**

To celebrate the opening of the Canadian Opera Company's production of John Adams' *Nixon in China*, join us for an intimate brunch with acclaimed Canadian author of *Empire's Nixon in China*, Margaret MacMillan. Margaret will be joined by Globe and Mail columnist Martin Lee who will take us through the history of this ground breaking event, the story of the show and speak with Margaret about her book.

Included in this event package is a copy of Margaret's book as well as a ticket to attend the show at the Four Seasons Centre.



**MARGARET MACMILLAN**  
**NIXON IN CHINA**  
and author of *Empire's Nixon in China*

**When:** February 6, 11:00 am - 1:30 pm  
**Where:** Varsity Club, Toronto Rooms  
1110 Queen Street East, Toronto  
**Cost:** \$165 per person (includes *Orchestra Level Ticket, the book and lunch. A \$250 value.*)

Please visit our website for a complete list of show dates and times.

**LEASIAN OPERA COMPANY**  
Canadian Opera Company

To purchase tickets go to [globe recognition.com](http://globe recognition.com) or call 1-866-545-0016. Visit our site for a complete list of Globe Recognition offers.

# WHY

## **Globe Recognition provides advertisers:**

- Access to an affluent database.
- Access to Globe and Mail readers in a one-to-one environment.
- The opportunity to build an emotional connection with readers in a unique setting.
- A vehicle to build or grow their database.
- Increase customer traffic.
- Product sampling opportunities.

Globe  
Recognition 

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## CONTACT

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