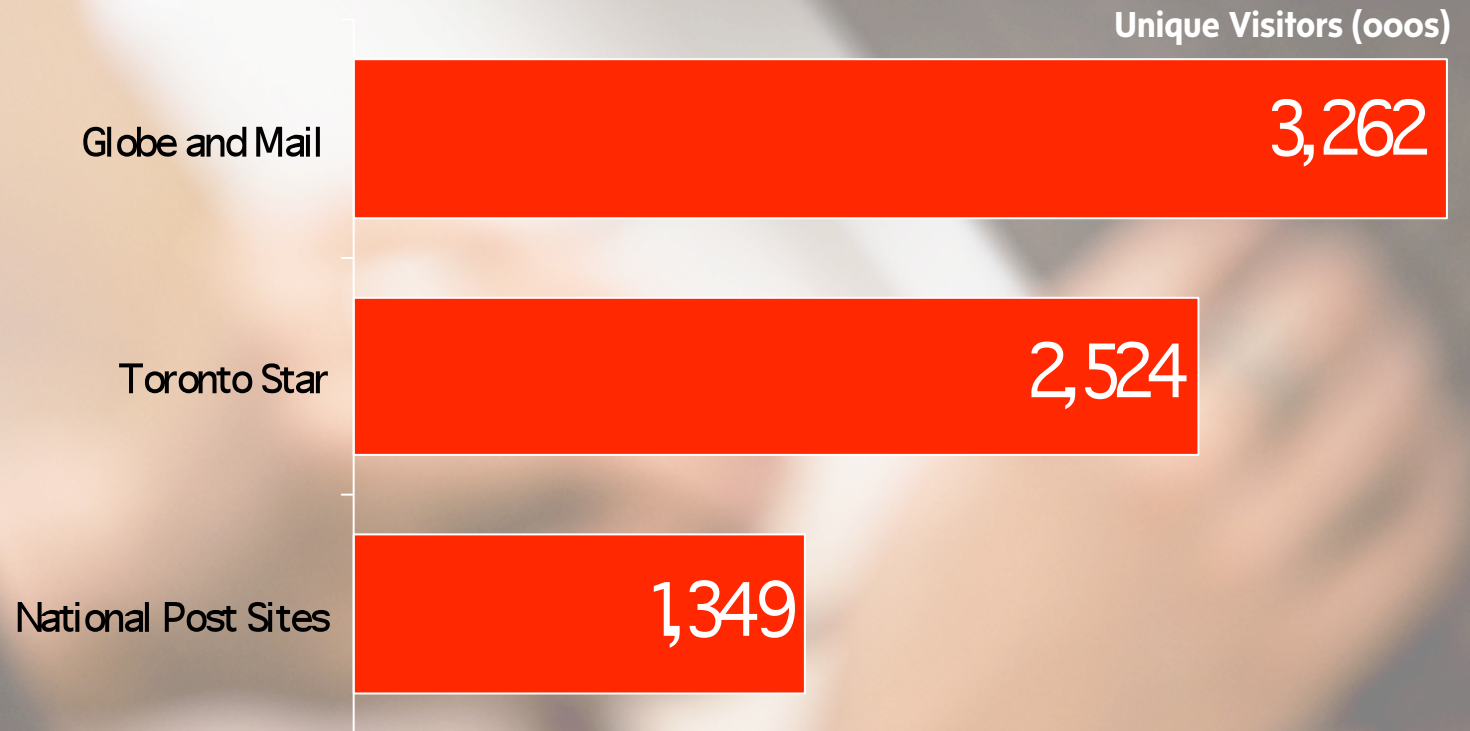


Canada's #1 Newspaper Site

THE GLOBE AND MAIL 

The Globe's digital network receives **more unique visitors** than any individual newspaper site, which means **greater exposure** for your ads.

In a typical month, the Globe attracts **3.3 million visitors** - over **700,000 more visitors** than the next closest competitor.



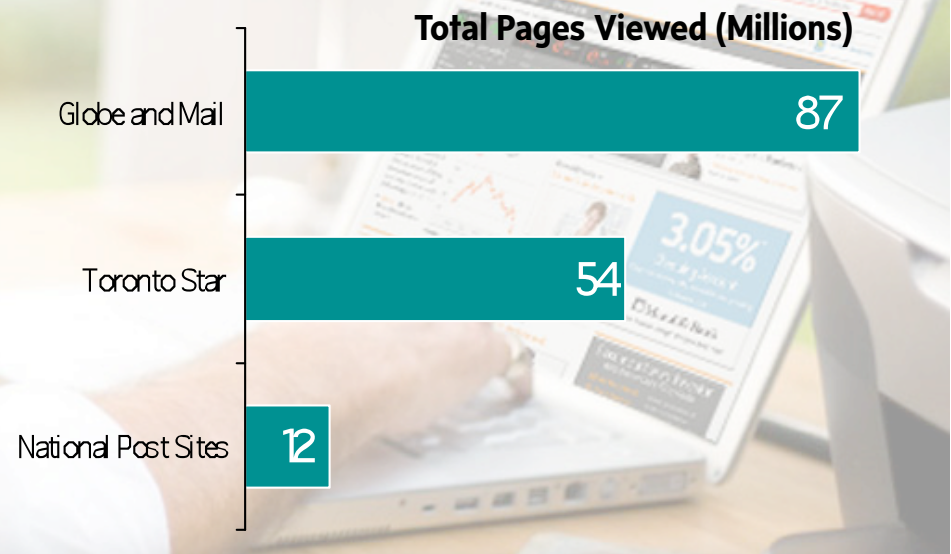
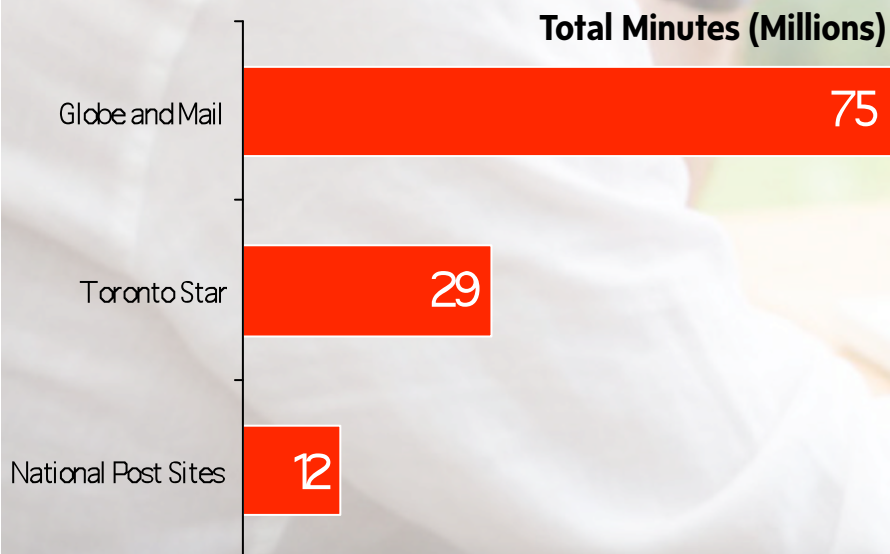
The Most Engaging Newspaper Site

THE GLOBE AND MAIL 

Media savvy advertisers understand engagement metrics matter. Consumers who spend sufficient time on websites are more likely to notice and engage with your advertising.

Globe readers, among all individual newspaper sites, **spend the most time online.**

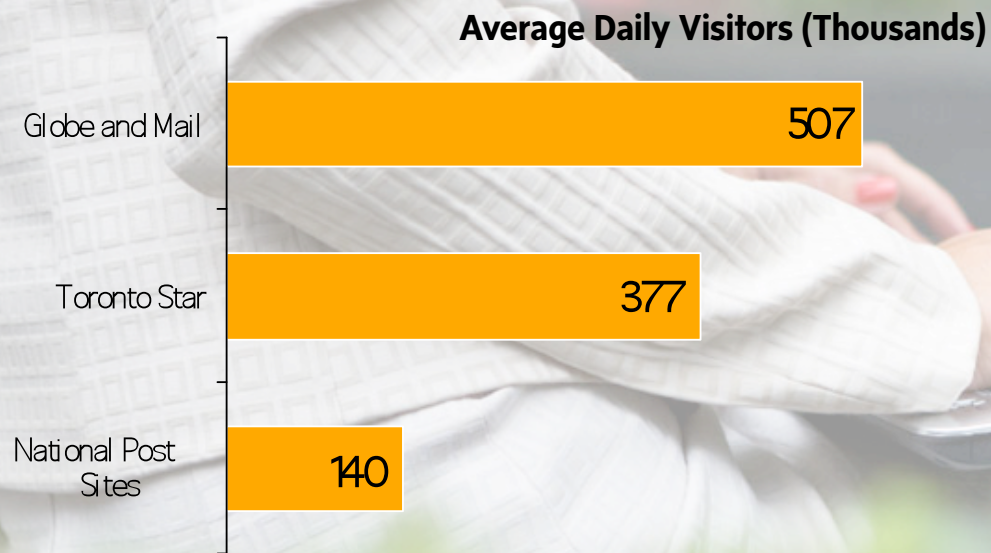
The Globe leads all individual newspaper sites in **total pages viewed.**



The Most Engaged Online Newspaper Readers THE GLOBE AND MAIL

The Globe has the **highest daily traffic** among any Comscore-measured individual newspaper site.

On a typical day, The Globe newspaper site attracts **over half a million readers.**



Key Metrics Summary

THE GLOBE AND MAIL 

Compared to individual newspaper sites, The Globe **ranks first** in:

UNIQUE MONTHLY VISITORS: **3.3 million**

AVG. DAILY VISITORS: **507,000**

TOTAL MINUTES PER MONTH: **75 million**

TOTAL PAGES VIEWED PER MONTH: **87 million**