

THE GLOBE AND MAIL

Two Canadian Newspapers Nominated for Prestigious INMA 2009 Award

Toronto – March 24, 2009 – The Globe and Mail's trade marketing 'Hands Campaign' has been selected by the International Newsmedia Marketing Association (INMA) as a finalist for one of the industry's most prestigious awards. The nomination is for Best Campaign for Readership/Usage of the Print Newspaper with circulation over 300,000.

Other finalists in the category include The Toronto Star, (Toronto, Ontario) for its "Earth Hour" campaign and The Seattle Times Company, (Seattle, Washington) for the "Seattle Post-Intelligencer Life & Arts Campaign."

"We're very honoured by this nomination and, notwithstanding the caliber of our contenders, look forward to bringing the award home," said Andrew Saunders, Vice President, Advertising Sales, The Globe and Mail. "Our campaign truly embodies the collaborative and creative spirit that drives our marketing and advertising strategies. The bold and dramatic executions developed by our creative agency BLACK tells our story in a compelling manner."

Launched in October 2008, the Globe's campaign is comprised of a series of striking black and white individual photographs featuring real life Globe and Mail newspaper, magazine and digital advertising clients, members of The Globe's editorial team and The Globe's advertising sales staff. The consistent visual element throughout the campaign is that all subjects display their bare hands printed with a key message. The visual device of hands is used to create a connection between clients' needs and Globe team members who have a passion for their roles at The Globe and stand apart from the crowd.

Four executions from the editorial segment of the campaign were submitted to the INMA Awards. They included The Globe's Style expert Amy Verner, columnist Margaret Wente, Afghanistan-based foreign correspondent Graeme Smith, and Washington correspondent John Ibbitson.

The advertising creative was developed by Toronto ad agency BLACK, The Globe and Mail's Trade Marketing AOR, photography is by Curtis Lantinga Photography Ltd., media managed by Gaggi Media, and public relations by Environics Communications. The campaign is supported online at www.GlobeLink.ca The Globe's Trade Portal.

Ninety marketing campaigns from newspapers in 43 countries have been selected as finalists for The 74th INMA Awards 2009 competition. Nominated campaigns demonstrated the encouragement of print newspaper readership, usage, or engagement in general, through marketing features such as sections, journalists, and new stories. For more information on the INMA Awards Competition please visit: <http://www.inma.org/2009-awards-finalists.cfm>

The Globe and Mail, Canada's National Newspaper, is a division of CTVglobemedia, a dynamic multimedia company, which also owns CTV Inc., Canada's number-one private broadcaster.

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