

THE GLOBE AND MAIL

Globe and Mail campaign wins gold INMA Award “Hands” down

Toronto – May 19, 2009 – The Globe and Mail’s trade marketing ‘Hands Campaign’ has received a prestigious gold award from the International Newsmedia and Magazine Association (INMA). The award is for the Best Campaign for Readership/Usage of the Print Newspaper with circulation over 300,000.

“We are delighted to bring home this coveted industry award,” said Andrew Saunders, Vice President, Advertising Sales, The Globe and Mail. “It’s a testament to the creative and innovative qualities core to The Globe brand. We are flattered that our industry peers responded to the bold and dramatic campaign developed by our creative agency BLACK with such accolades.”

Other finalists in the category included 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.”

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.

The award was presented at the gala dinner of the 79th Annual INMA World Conference in Miami. Ninety marketing campaigns from newspapers in 43 countries were selected as finalists for The INMA Awards 2009 competition. For more information on the INMA Awards Competition please visit: www.inma-awards.org

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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