

AUTOMOTIVE REPORTS

CALENDAR

NEWSPAPER • ONLINE

THE GLOBE AND MAIL

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REPORT ON BUSINESS
MAGAZINE

2009/2010 Automotive Report Calendar

The following reports will guide Globe and Mail consumers and investors on the route to automotive recovery, with in-depth coverage of industry successors, trendsetters and re-inventors, plus showcase the latest models in all market segments. Advertisers participate through educational, experiential content and advertising - both in newspaper and online executions - providing a resource for consumers to make well-informed car purchasing decisions.

Why consider the Globe and Mail

- 66% of Globe and Mail readers own one or more cars
- 50% own North American vehicles, with 50% owning Foreign vehicles
- They are 75% more likely that the average adult to spend \$40,000+
- Yet, over 53% own a vehicle priced between \$20,000-40,000



FALL 2009	Distribution	Publishing Date	Booking Deadline	Material Deadline
Top 50 Best New Vehicle Preview	Newspaper, Ontario Edition	Fri. Nov. 20	Fri. Nov. 6	Fri. Nov. 13

Spring 2010	Distribution	Publishing Date	Booking Deadline	Material Deadline
Global Auto Industry Outlook*	ROB Magazine (March)	Fri. Feb. 26	Fri. Jan. 8	Mon. Feb. 1
Canadian Auto Summit	Newspaper, National Edition	Wed. Feb. 10	Fri. Jan. 15	Wed. Feb. 3
Canadian International Auto Show	Newspaper, Ontario Edition	Fri. Feb. 12	Fri. Jan. 29	Fri. Feb. 5*
Green Auto	Newspaper, National Edition	Wed. May 12	Wed. Apr. 28	Wed. May 5*

SPECIAL REPORTS CALENDAR

Top 50 Best New Vehicle Preview

Newspaper, Ontario Edition • Editorial Supplement + Online

Jeremy Cato and Michael Vaughn identify the best cars on the market in different segments, based on their findings and consumer reports.

Global Auto Industry Outlook

ROB Magazine (March) • Advertising Feature + Online

A look at the international car companies serving Canadians, who are gaining strength in market share and appeal by producing vehicles that are meeting market demand.

Canadian Auto Summit

Newspaper, National Edition • Advertising Supplement + Online

Insights about the vital and challenging auto industry, and how consumer behaviour, governmental regulations and company alliances are changing. CEO Interviews/vision statements written with FP/HP, colour ad placements.

Canadian International Auto Show

Newspaper, Ontario Edition • Editorial Supplement + Online

In-depth coverage of the Toronto-based Auto Show, including the main exhibitors, attractions, prototypes and new model introductions. (Overruns will be distributed at the Show).

Green Auto

Newspaper, National Edition • Advertising Supplement + Online

Explaining the ever-improving green car choices today.

* Special reports subject to change ** Please go to www.globelink.ca/newspaper/special-reports/calendar for update special reports information.

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