

WHY CONSIDER GLOBE AND MAIL TECHNOLOGY REPORTS

- The Globe and Mail Monday-Friday:
- » 903,000 average issue readers
 - » Over twice as likely to be involved in business decisions worth \$50,000 or more (Index 216)
 - » 53% more likely to be involved in telephone equipment decisions
 - » 54% more likely to be involved in data communications equipment decisions
 - » 126,000 influence internet provider decisions
 - » 64% own a digital camera
 - » More likely to purchase a laptop in the next 12 months than the average person (Index 120)
 - » 1 in 3 own an MP3 player

- Globe Online in the Past Week:
- » 67% own a digital camera
 - » Almost 1 in 5 owns a personal digital assistant (Index 153)
 - » Almost half own an MP3 player (Index 119)
 - » 118,000 have business purchase influence over computer hardware, software, and internet services (Index 112)

Source: NADbank 2008 - 49 National Readership Markets & 21 National Product Markets

- Report on Business Magazine:
- » 63% own a digital camera
 - » 75% own a cell phone/smartphone/handheld organizer
 - » Over 1 in 3 readers uses a laptop at home (Index 158)
 - » Almost 1 in 5 has business purchase influence over computer hardware, software and internet services (Index 233)

Source: PMB 2009 Fall 2 Year Study; Base: Total Canada - Adults 18+

2010 Technology Special Reports

BUSINESS REPORTS	Media Vehicle	Publication Date	Space Close	Material Deadline
B2B Tech Solutions - Healthcare	The Globe and Mail	Tue-Feb-23-10	Tue-Feb-09-10	Tue-Feb-16-10
Green IT	The Globe and Mail	Thu-Mar-11-10	Thu-Feb-25-10	Thu-Mar-04-10
B2B Tech Solutions - Consumer Relationship Management	The Globe and Mail	Tue-Mar-23-10	Tue-Mar-09-10	Tue-Mar-23-10
B2B Tech Solutions - Cloud Computing	The Globe and Mail	Wed-Apr-07-10	Wed-Mar-24-10	Wed-Mar-31-10
IT 360 Conference	The Globe and Mail	Wed-Apr-07-10	Wed-Mar-24-10	Wed-Mar-31-10
B2B Tech Solutions - Public Sector	The Globe and Mail	Thu-May-06-10	Thu-Apr-22-10	Fri-Apr-30-10
Mesh Conference	The Globe and Mail	Tue-May-18-10	Mon-Apr-26-10	Tue-May-11-10
B2B Tech Solutions - Finance Industry	The Globe and Mail	Tue-May-25-10	Tue-May-11-10	Tue-May-18-10
Canadian Telecom Summit	ROB Mag/June	Fri-May-28-10	Fri-May-14-10	Fri-Apr-30-10
Canadian Telecom Summit	The Globe and Mail	Tue-Jun-08-10	Tue-May-25-10	Tue-Jun-01-10
B2B Tech Solutions - Sales & Marketing	The Globe and Mail	Tue-Sep-28-10	Tue-Sep-14-10	Tue-Sep-21-10
B2B Tech Solutions - Retail Sector	The Globe and Mail	Tue-Oct-26-10	Tue-Oct-12-10	Tue-Oct-19-10
Mobile Communications	The Globe and Mail	Thu-Nov-04-10	Thu-Oct-21-10	Thu-Oct-28-10
Green It	The Globe and Mail	Wed-Nov-17-10	Wed-Nov-03-10	Wed-Nov-10-10
Tech SMB	The Globe and Mail	Tue-Nov-23-10	Tue-Nov-09-10	Tue-Nov-16-10

CONSUMER REPORTS	Media Vehicle	Publication Date	Space Close	Material Deadline
Consumer Tech Guide: Smart Phones	The Globe and Mail	Thu-Mar-04-10	Thu-Feb-18-10	Wed-Feb-24-10
Consumer Tech Guide: Digital Cameras	The Globe and Mail	Wed-Jun-16-10	Wed-Jun-02-10	Wed-Jun-09-10
Campus Life	The Globe and Mail	Tue-Aug-17-10	Tue-Aug-03-10	Tue-Aug-10-10
Consumer Tech Guide: Televisions	The Globe and Mail	Tue-Oct-05-10	Tue-Sep-21-10	Tue-Sep-28-10
Consumer Tech Guide: Home Entertainment	ROB Mag/November	Fri-Oct-29-10	Fri-Sep-10-10	Wed-Oct-13-10
Tech Gift Guide	The Globe and Mail globeandmail.com	Thu-Dec-02-10	Thu-Nov-18-10	Thu-Nov-25-10

Contact Information: **ANDREA D'ANDRADE** Category Manager t: 416.585.5368 e: adandrade@globeandmail.com
LIZ MASSICOTTE Project Co-ordinator t: 416.585.5484 e: lmassicotte@globeandmail.com

TORONTO (Ontario and Manitoba)
t: 416.585.5111 toll-free: 1.800.387.9012
f: 416.585.5698
e: advertising@globeandmail.com

EASTERN CANADA
(Ottawa region, Quebec and Atlantic Canada)
t: 514.982.3050 toll-free: 1.800.363.7526
(from NFLD, NS, PEI, NB, PQ)

f: 514.982.3074
e: advertisingeasternca@globeandmail.com

WESTERN CANADA (from BC, AB, SK, NT)
t: 604.685.0308 toll-free: 1.800.663.1311
f: 604.685.7549
e: advertisingwesternca@globeandmail.com

UNITED STATES, MEXICO and CARIBBEAN
Media-Corps Inc., San Diego, CA
t: 858.366.4265 toll-free: 1.866.744.9890
f: 866.355.5990
e: rlaplante@media-corps.com

INTERNATIONAL
For a complete list of international representatives, visit globelink.ca/contactus