

LUXURY DRIVES

PUB DATE: TUESDAY NOV 16 | BOOKING SPACE: NOV 2 | MATERIAL DEADLINE: NOV 9

Luxury in Canada means many things: the value placed on tradition, high-quality technology, safety and more stylish interiors. Today's luxury vehicle market offers these must-have's plus the 'surprise and delight' driving experience achieved through the peaceful purr of an engine, the crystal-clear sound of the entertainment system, or the thoughtful navigation systems.

It's all in the details.

Showcase your brand in this report and why buyers today should be turning their heads for your version of refined luxury.

TENTATIVE TOPICS FOR EACH PARTICIPATING ADVERTISER ARE:

TRADITION – a look at the history of the leaders in the luxury market

POWER - the modern and advanced engines that move luxury into the next decade

DESIGNERS AND ENGINEERS - people that keep exciting cars ahead of the curve.

SAFETY – continued emphasis by the best in class; from luxury sports cars to the CUVs

SURPRISE AND DELIGHT - extras that differentiate one top vehicle from the next

INSPIRATION – the global trends directing the next generation of luxury vehicles

THE GLOBE AND MAIL WEEKDAY READERS ARE LUXURY DRIVERS

- » They have above average ownership of premium and high-end vehicles (Index 147)
- » Since our readers have a greater propensity to buy premium, its no wonder they are more likely than average to spend more than \$40,000 on their vehicle (Index 141)
- » When it comes to the type of vehicle they own, our readers buy both brands:
 - 44% own a North American vehicle
 - 55% own a Foreign vehicle
- » They value the safety and design of their vehicles, they are more likely to agree with the following statements*:
 - More than one in five would always choose a full size/luxury automobile
 - More than one in three get quite attached to their car
 - 47% refuse to buy a car that is not fuel efficient

Source: NADbank 2009 Study; Base: 21 National Product Markets; *PMB 2010 Spring 2 Year Study; Base: Total Canada – Adults 18+; Degree of Agree Statement: 1-4

GROSS RATES:

Full page colour	
full page bw content	\$35,295
Half page colour	
half page content above	\$29,410

- This will run as a 6+ page stand-alone report based on advertiser support.
- If <6 pages, the report will run within Globe Life or ROB section.

THE GLOBE AND MAIL 

Please contact your Globe and Mail representative

NATALIE PRIOR CATEGORY MANAGER t: 416.585.5056 e: nprior@globeandmail.com
SONJA TASOVSKA PROJECT CO-ORDINATOR t: 416.585.3318 e: stasovska@globeandmail.com

• FOR COMPLETE ADVERTISING INFORMATION: GLOBELINK.CA/REDESIGN2010 • FOR DETAILED PRODUCTION SPECIFICATIONS: GLOBELINK.CA/REDESIGN2010/SPECS
• TO UPLOAD COMPLETED ADVERTISING: GLOBELINK.CA/ADFORWARD • TO DOWNLOAD GLOBE AND MAIL TEARSHEETS AND INVOICES: GLOBEBILLING.CA

TORONTO (ONTARIO & MANITOBA) TEL: 416.585.5111 | TOLL-FREE: 1.800.387.9012 | FAX: 416.585.5698 | ADVERTISING@GLOBEANDMAIL.COM
EASTERN CANADA (OTTAWA REGION, QUEBEC & ATLANTIC CANADA) TEL: 514.982.3050 | TOLL-FREE: 1.800.363.7526 | FAX: 514.982.3074 | ADVERTISINGEASTERNCA@GLOBEANDMAIL.COM
BRITISH COLUMBIA, NORTHWEST TERRITORIES AND NUNAVUT TEL: 604.685.0308 | TOLL-FREE: 1.800.663.1311 | FAX: 604.685.7549 | ADVERTISINGWESTERNCA@GLOBEANDMAIL.COM
ALBERTA AND SASKATCHEWAN TEL: (CGY) 403.245.4987 | FAX: 403.244.9809 | TOLL-FREE: (EDM) 1.800.663.1311 EXT. 6606 | FAX: 604.685.7549
TOLL-FREE: (SK) 1.800.663.1311 EXT. 6639 | FAX: 604.685.7549 | ADVERTISINGWESTERNCA@GLOBEANDMAIL.COM
UNITED STATES, MEXICO & CARIBBEAN TEL: 858.366.4265 | TOLL-FREE: 1.866.744.9890 | FAX: 866.355.5990 | RLAPLANTE@MEDIA-CORPS.COM

