

Mobile Advertising

Target our on-the-go readers and strengthen your existing Globe Media campaign



CONNECT TO OUR UPWARDLY MOBILE AUDIENCE

Mobile devices are indispensable for people on-the-move. The Globe's apps and mobile-optimized website deliver the news and information readers have come to expect--news headlines, market updates, sports scores, fashion and health advice--directly to the iPhone, iPad, BlackBerry and other Smartphones.

NEWS APP

The Globe and Mail News app provides on-the-go access to the best of our content, from Breaking News to Business, Investing and Lifestyle content, including features, commentary and daily photo galleries.

INVESTOR APP

The new Globe Investor app for smartphones makes it easy to stay up-to-date on breaking news, market data, your investments, and synch your Watchlist.

SMALL BUSINESS APP

The ultimate mobile Small Business toolkit on your smartphone. The Globe Report on Small Business app provides daily updates on the latest news, analysis, how-to's, and success stories.

LIFE APPS

Enjoy life with the Globe Life apps including tips and insights about Travel, Relationships, Health, Parenting, Style, Food & Wine, and Home & Garden.

POLITICS APP

Receive the latest breaking federal, provincial and international political news.

REACH INFLUENTIAL CONSUMERS

The Globe's combined print and digital properties reach over 5.7 million connected and engaged Canadians*. Advertise across the Globe's mobile platform and extend your connection to our audience.

MOBILE SITE AUDIENCE

7.8 million page views
Over 1.3 million unique visitors

IPHONE APPS

6.9 million page views
Over 113,000 unique visitors

iPAD APP

4.3 million page views
Over 68,000 unique visitors

BLACKBERRY

1.5 million page views
41,000 unique visitors

Source: Mobile audience - Omniture August, October 2011 (monthly average), Globe audience - PMB/comScore Fused Database, Fall 2011 - Total Canada Age 18+

POSITION YOUR MESSAGE WITHIN THE GLOBE'S PREMIUM CONTENT

You can connect with mobile Globe readers in the following ways:

Target by device

iPhone, iPad, BlackBerry and other Smartphones. Device targeting is also available within each of our content channels.

Target by content channel

- News
- Business
- Investing
- Life
- Sports
- Automotive
- Technology
- Arts & Entertainment

Mobile Advertising

Connect with Globe readers anytime, anywhere by advertising in one or more of the following:

iPHONE APPS

Globe News, Globe Investor, Globe Life, Small Business, and Globe Politics apps

Advertising options:

- Content channel alignment
- Banner ads featured on all pages
- Frequency capped Interstitial available on News and Investor with premium sponsorship

Ad formats:

300 x 50 banners (with option to expand to 300 x 150 on News and Investor apps only)



Globe News Globe Investor Globe Life Globe Politics Small Business

BLACKBERRY APPS

Globe News, Globe Investor, Globe Life, Small Business, and Globe Politics apps

Advertising options:

- Content channel alignment
- Banner ads featured on all pages

Ad formats: 300 x 50 banners



Globe News Globe Investor Globe Life Small Business Globe Politics

iPAD APP

News app that is optimized for the iPad.

Advertising options:

- Content channel alignment
- Frequency capped Interstitial plus sponsorship acknowledgement on loading screen available for premium sponsorships

Ad formats:

Expandable 728 x 90 leaderboard (option to expand to 720 x 270)

Interstitial ad – 984 x 728

(for premium sponsorship buys)

Sponsorship acknowledgement on loading screen (for sponsorship buys)



Full Globe website ad targeting is also available in Safari browser on iPad

MOBILE WEBSITE

Advertising options:

- Content channel alignment and device targeting
- Banner ads featured on all pages.

Ad formats: 300 x 50 banners



Blackberry iPhone Android

ANDROID APPS

Globe News, Life and Small Business apps available

Advertising options:

- Content channel alignment
- Banner ads featured on all pages

Ad formats: 300 x 50 banners



News Small Business Globe Life

Contact us

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