

**MAGAZINE** INTUITIVE **COLLABORATION** TRUSTED ADVISOR **EXPERIENTIAL** INTUITIVE  
 TRUSTED ADVISOR **NEWSPAPER** CREATIVITY **DIGITAL** PASSIONATE **COLLABORATION** NEWS  
 PROACTIVE PASSIONATE CUSTOMER CENTRIC TRUSTED ADVISOR CUSTOMER CENTRIC PROACTIVE TRUSTED ADVISOR INTUITIVE PASSIONATE

TWO THOUSAND AND NINE **2009**

# TECHNOLOGY MARKETPLACE

**This is where the marketing-savvy connect with the tech-savvy.**

Welcome to the bannered advertising opportunity proven to be Canada's best weekly marketplace for high technology – everything from hardware, software and communications to accessories, sales, supplies and service.

Not only do readers of The Globe and Mail represent a market primed for the edge that technology offers, they have the purchasing power – whether personal or corporate – to follow up on the needs and desires that advertisements in The Globe generate.

Get our Brand working for your Brand.

**READERSHIP\***

**Average Monday to Friday – Adults 18+:**  
**National Edition:** 911,600

**Average Saturday – Adults 18+:**  
**National Edition:** 1,032,600

**DEADLINES**

**Pub-set advertising**

Space booking and material 4:30pm  
 3 business days prior.

**Camera-ready advertising**

Space booking and material 4:30pm  
 2 business days prior.

All deadlines are based on Eastern Time.

**DISTRIBUTION**

National Edition.

**ADVERTISING RETAIL RATES**

3-day combination package includes:

Wednesday – News

Thursday – Sports

Saturday – News

Minimum size – 30 MAL x 1 column

Maximum size – 1/2 page

	National
3-day package	\$24.15
	\$8.05/line per day

Advertising rates shown are per line per day.

All rates are net. Prices in Canadian dollars.

**RELEVANT RESEARCH**

Globe readers are interested in the latest technologies.\*\*

- 488,000 Globe readers purchased computer hardware for their home in the past 2 years.
- Globe readers are 36% more likely to own a laptop than the average person.
- Globe readers are 33% more likely to influence the purchase of computer hardware and 35% more likely to influence the purchase of computer software – both for business use.
- 76% of Globe readers own a cellular phone or PCS phone.
- Globe readers are 18% more likely to own a digital camera.

SOURCES: \*NADbank 2007 - 49 National Readership Markets  
 \*\*NADbank 2007 - 18 National Product Markets

Advertising Rates effective January 1, 2009

■ ■ FOR COMPLETE ADVERTISING INFORMATION: [GLOBELINK.CA](http://GLOBELINK.CA) ■ ■ FOR DETAILED PRODUCTION SPECIFICATIONS: [GLOBELINK.CA/NEWSPAPER/PRODUCTIONCENTRE](http://GLOBELINK.CA/NEWSPAPER/PRODUCTIONCENTRE)  
 ■ ■ TO UPLOAD COMPLETED ADVERTISING: [GLOBELINK.CA/ADFORWARD](http://GLOBELINK.CA/ADFORWARD) ■ ■ TO DOWNLOAD GLOBE AND MAIL TEARSHEETS AND INVOICES: [GLOBEBILLING.CA](http://GLOBEBILLING.CA)

**THE GLOBE AND MAIL** 

**ESSENTIAL FOR ADVERTISERS**

**CONTACTS** ■ ■

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**UNITED STATES, MEXICO AND CARIBBEAN** Media-Corps Inc, San Diego, CA

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**INTERNATIONAL**

For a complete list of international representatives, visit [gobelink.ca/contactus](http://gobelink.ca/contactus)

**YOU ALSO NEED TO KNOW:**

Any advertising published by The Globe and Mail in the newspaper or any of its other publications may, at our discretion, be published, displayed, retained and archived by us and anyone authorized (including any form of licence) by us, as many times as we and those authorized by us wish, in or on any product, media and archive (including print, electronic and otherwise).

All advertising must meet Globe and Mail terms and conditions – ask for a printed copy from your Globe and Mail advertising representative.

TWO THOUSAND AND NINE | **2009**

# TECHNOLOGY MARKETPLACE

3.54" wide x 4.28" deep  
2 x 60 = 120 agate lines

**3-Day Package**  
**\$2,898.00 + GST**

1.69" wide x 4.28" deep  
1 x 60 = 60 agate lines

**3-Day Package**  
**\$1,449.00 + GST**

5.38" wide x 4.28" deep  
3 x 60 = 180 agate lines

**3-Day Package**  
**\$4,347.00 + GST**