



# 2011 FASHION & DESIGN MARKETPLACE

section  
feature



## Connect with The Globe's affluent and influential readers

Our **Fashion and Design Marketplace** feature is the perfect location for your brand to reach a sophisticated, discerning audience in our Metro Edition News, Globe Life and Globe T.O. sections.

**THE TINY TREADMILL**

THE TINY TREADMILL is a compact, foldable treadmill that fits in a closet. It's perfect for those who want to exercise but don't have a lot of space. The treadmill is only 10 inches wide and 16 inches deep. It's also very quiet, so you can exercise without disturbing anyone else in the house. The treadmill is also very easy to use. It has a simple control panel with a few buttons and a digital display. The treadmill is also very durable. It's made of high-quality materials and can support up to 250 pounds. The treadmill is also very easy to store. It can be folded up and stored in a closet or under a bed. The treadmill is also very easy to clean. It's made of non-porous materials, so it's easy to wipe down. The treadmill is also very easy to assemble. It comes with all the necessary tools and instructions. The treadmill is also very easy to disassemble. It can be taken apart in just a few minutes. The treadmill is also very easy to move. It has a built-in handle and a pull strap. The treadmill is also very easy to use. It's perfect for those who want to exercise but don't have a lot of space. The treadmill is also very quiet, so you can exercise without disturbing anyone else in the house. The treadmill is also very durable. It's made of high-quality materials and can support up to 250 pounds. The treadmill is also very easy to store. It can be folded up and stored in a closet or under a bed. The treadmill is also very easy to clean. It's made of non-porous materials, so it's easy to wipe down. The treadmill is also very easy to assemble. It comes with all the necessary tools and instructions. The treadmill is also very easy to disassemble. It can be taken apart in just a few minutes. The treadmill is also very easy to move. It has a built-in handle and a pull strap.

**PHYSICAL FITNESS**

PHYSICAL FITNESS is a fitness program that focuses on strength training and cardiovascular exercise. It's perfect for those who want to get in better shape. The program includes a variety of exercises that target different muscle groups. It also includes cardiovascular exercises that help to burn calories and improve heart health. The program is also very easy to follow. It's designed for people of all fitness levels. The program is also very effective. It's helped many people lose weight and get in better shape. The program is also very safe. It's designed to be low-impact, so it's easy on the joints. The program is also very fun. It includes a variety of exercises that are enjoyable and motivating. The program is also very affordable. It's a great value for the money. The program is also very convenient. It can be done at home, so there's no need to go to a gym. The program is also very easy to start. It's a great first step for anyone who wants to get in better shape. The program is also very easy to maintain. It's a great way to stay fit and healthy. The program is also very easy to adjust. It can be modified to suit your needs. The program is also very easy to track progress. It includes a variety of tools and resources to help you stay motivated. The program is also very easy to share. It's a great way to get support and encouragement from others. The program is also very easy to learn. It's a great way to learn new exercises and techniques. The program is also very easy to practice. It's a great way to practice your skills and improve your performance. The program is also very easy to teach. It's a great way to teach others and share your knowledge. The program is also very easy to use. It's a great way to use your time and resources. The program is also very easy to enjoy. It's a great way to enjoy your fitness routine. The program is also very easy to love. It's a great way to love your fitness routine. The program is also very easy to live. It's a great way to live a healthier and more active lifestyle. The program is also very easy to breathe. It's a great way to breathe fresh air and feel better. The program is also very easy to see. It's a great way to see the results of your hard work. The program is also very easy to hear. It's a great way to hear the sound of your own feet hitting the pavement. The program is also very easy to smell. It's a great way to smell the fresh air and feel the sun on your face. The program is also very easy to taste. It's a great way to taste the fruits of your labor and feel the satisfaction of a job well done. The program is also very easy to touch. It's a great way to touch the lives of others and make a difference in the world. The program is also very easy to feel. It's a great way to feel the love and support of your community. The program is also very easy to think. It's a great way to think about the future and plan for success. The program is also very easy to dream. It's a great way to dream big and reach for the stars. The program is also very easy to hope. It's a great way to hope for a better future and a brighter tomorrow. The program is also very easy to believe. It's a great way to believe in yourself and your abilities. The program is also very easy to love. It's a great way to love your fitness routine and the life it brings you. The program is also very easy to live. It's a great way to live a healthier and more active lifestyle. The program is also very easy to breathe. It's a great way to breathe fresh air and feel better. The program is also very easy to see. It's a great way to see the results of your hard work. The program is also very easy to hear. It's a great way to hear the sound of your own feet hitting the pavement. The program is also very easy to smell. It's a great way to smell the fresh air and feel the sun on your face. The program is also very easy to taste. It's a great way to taste the fruits of your labor and feel the satisfaction of a job well done. The program is also very easy to touch. It's a great way to touch the lives of others and make a difference in the world. The program is also very easy to feel. It's a great way to feel the love and support of your community. The program is also very easy to think. It's a great way to think about the future and plan for success. The program is also very easy to dream. It's a great way to dream big and reach for the stars. The program is also very easy to hope. It's a great way to hope for a better future and a brighter tomorrow. The program is also very easy to believe. It's a great way to believe in yourself and your abilities. The program is also very easy to love. It's a great way to love your fitness routine and the life it brings you.

**GUARANTEED BOXING DAY PRICES**

**SAVE UP TO 50%**

On All Wool, Leather & Shearling Coats

**HIDE HOUSE**

113 Avenue Rd., Toronto, ON  
416-593-1001

- Globe readers enjoy the finer things their affluence and good taste affords them. They:
- Are early adopters of new styles and trends
  - Tend to buy based on quality, not price
  - Spend significantly more on clothing and fine jewelry than the rest of the population\*



**OUR READERSHIP\***  
Average Monday to Friday  
– Adults 18+:  
**METRO EDITION: 566,000**

Average Saturday – Adults 18+:  
**METRO EDITION: 608,000**

Our Metro Edition reaches all of Ontario, excluding Ottawa and Ottawa Valley area.

**ADVERTISING OPPORTUNITIES**  
**3-DAY BUY IN METRO EDITION:**  
Wednesday Globe Life, Saturday Globe T.O. and Monday News Section in colour

**2-DAY BUY METRO EDITION:**  
Wednesday Globe Life and Saturday Globe T.O. in colour.

**ADVERTISING SIZE**  
One Unit:  
2 columns x 38 agate lines  
1.85" wide x 2.17" deep

Maximum 6 units

**DEADLINES**  
Please contact your Account Manager for deadlines. Deadlines based on Eastern Time.

ADVERTISING RATES (INCLUDES COLOUR)	
METRO	
Per unit 2-day insertion	\$1,068.00
Per unit 3-day insertion	\$1,502.00

All rates are net and include colour. Prices in Canadian dollars.

Source: NADbank 2009 - Metro Edition Readership Markets

### CONTACT US

**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-corp.com

- Contact directory [globelink.ca/directory](http://globelink.ca/directory)
- Newspaper information [globelink.ca/newspaper](http://globelink.ca/newspaper)
- Creative formats [globelink.ca/newspaper/adformats](http://globelink.ca/newspaper/adformats)
- Production specifications [globelink.ca/newspaper/productioncentre](http://globelink.ca/newspaper/productioncentre)
- Upload completed advertising [globelink.ca/adforward](http://globelink.ca/adforward)
- Download Globe and Mail tearsheets and invoices [globebilling.ca](http://globebilling.ca)

**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, available from [globelink.ca/termsandconditions](http://globelink.ca/termsandconditions), or request a printed copy from your advertising representative.

