



Fashion & Design

METRO EDITION 2011



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

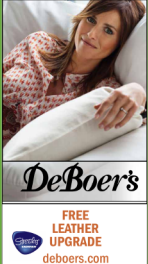


AVAILABLE IN THESE SECTIONS


GLOBE LIFE AND GLOBE T.O.

- 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*


Fashion & Design




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All advertising must meet Globe and Mail terms and conditions, available from globelink.ca/termsandconditions, or request a printed copy from your advertising representative.

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

2-DAY BUY IN METRO EDITION:
In colour, Wednesday Globe Life and Saturday Globe T.O.

1-DAY BUY METRO EDITION:
In colour, Saturday Globe T.O.

ADVERTISING SIZE

One Unit:
3 7/8 columns x 85 agate lines
2.94" wide x 6.07" deep

DEADLINES

Wednesday Life – 4:30 Thursday
Saturday Toronto – 4:30 Monday
Clients will receive 1 proof only.

ADVERTISING RATES

METRO	(INCLUDES COLOUR)
Per unit 1-day insertion	\$1,500.00
Per unit 2-day insertion	\$2,500.00

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

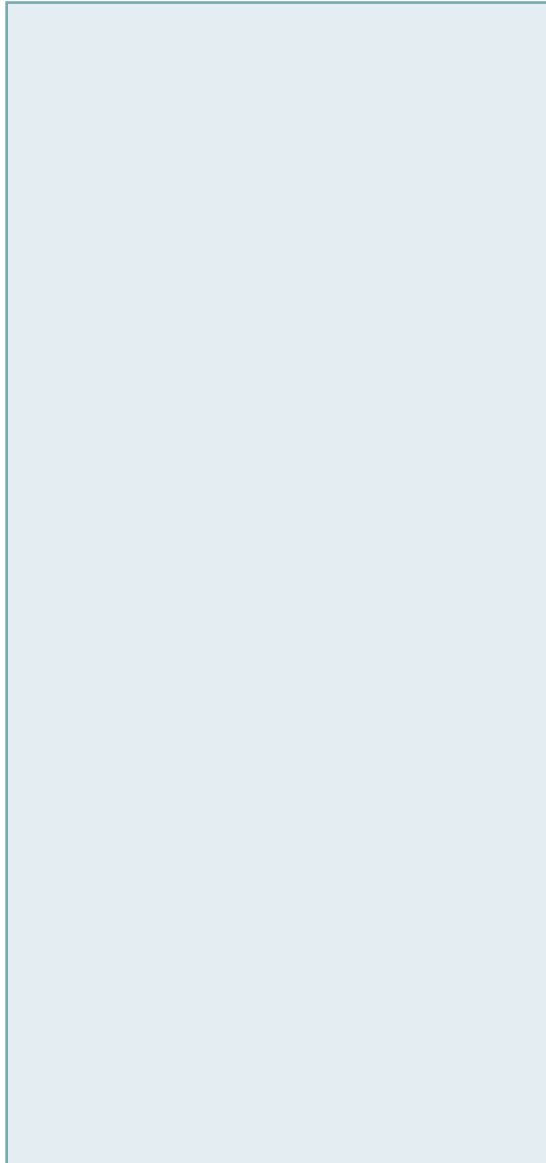
Source: NADbank 2009 - Metro Edition
Readership Markets



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\$2,500 per unit, 2 day insertion

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