

NFL/NHL

2010 EDITORIAL FEATURE

pages in Sports

Knowing the Score

The devotion sports fans have to their game is remarkable. That's why starting in the fall of 2010, the Globe and Mail will dedicate an entire page to both the NFL and NHL in Sports so fans can know the score, and much more. During the regular season and the playoffs, fans can turn to the Globe and Mail Sports on Friday for NFL news and on Saturday for NHL information. These pages will dedicate content to the upcoming games each weekend that our readers want to know more about.

The NFL and NHL pages are destination pages for our readers and there will be an advertising opportunity at the bottom of each page. Starting September 11th for the NFL and October 9th for the NHL there will be a banner position available to advertisers. The banner will be 6 x 60 black and white until October 2nd, 2010 when it will be 10 x 47 colour (subject to change). The available space will be sold on a first come, first served basis

National Advertising Rates

COLOUR STRIP

\$10,000 NET
PER INSERTION

NFL Page Special

Buy all 16 regular season strips as a package for a total of \$120,000 net! That's \$7,500 each! First come, first served!

Why Advertise with the Globe and Mail?

Globe Readers enjoy sports.

- Globe readers have above average attendance rates at professional sports games.
 - They are more likely to attend hockey, baseball, football, and basketball matches.
 - Globe readers are avid viewers of NFL games. They have high viewership of NFL broadcasts.

Globe readers spend more on sports equipment and apparel than the average person.

- Last year, Globe readers spent
 - \$310 million on sports clothing
 - \$277 million on sports equipment

Globe readers have higher household incomes than the average person.

- Globe readers have the income to purchase vehicles.
- Globe readers resemble those that spent over \$3,000 on personal vacations

Globe readers, like heavy spenders, are mature and affluent.

- In the past 12 months, Globe readers spent:
 - \$1.0 billion on home accessories
 - \$963 million on hardware supplies
- In the past 2 years, they spent:
 - \$1.8 billion on home entertainment items
 - \$3.4 billion on home improvements
- In the past 3 years they spent:
 - \$2.4 billion on furniture
 - \$1.7 billion on major appliances

Globe readers drink more beer than the average person.

- Close to fifty-percent of the online audience drank beer in the past 7 days.
 - Globe readers drink all types of beer. They have particularly high consumption rates of imported brands.

SOURCE: PMB 2010 SPRING STUDY – ONTARIO 18+, NADBANK 2009 – 21 NATIONAL PRODUCT MARKETS (6 DAY CUME), NADBANK 2009 – 48 NATIONAL READERSHIP MARKETS, NADBANK 21 NATIONAL PRODUCT MARKETS



For additional information, please contact your Globe and Mail representative or:

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