



Advertiser Exclusive E-mails

globelink.ca/online/email

REACH OUR READERS WITH QUANTIFIABLE RESULTS

Our Advertiser Exclusive email service empowers advertisers to deliver a brand's message directly to The Globe and Mail's educated and affluent audience.

Category-specific opt-in e-mails allow advertisers to connect with readers who have asked opted-in to receive product/service promotions from globeandmail.com. Emails are sent on behalf of an advertiser, using a standard HTML message format that advertisers can embellish with colour, images and other eye-catching graphic elements.

We also send Editorial-based Newsletters to our opt-in subscriber groups – another effective option for tactical advertising we offer advertisers. Each newsletter contains a large format ad unit that will present your message next to compelling editorial content supplied by globeandmail.com.

CONTENT CATEGORIES

Targeted email offers all the impact and effectiveness of direct mail but without the need for printing or the cost of postage. As our recipients have explicitly stated that they want to receive and value the content contained in these messages, we receive outstanding response rates and deliver a quantifiable return on your investment.

Once a week, globeandmail.com emails are sent, covering each of the following categories (subscribers #'s):

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| Automotive (33,000) | Sporting Goods & Events (30,000) |
| Fashion & Style (30,000) | Health & Well-Being (53,000) |
| Real Estate & Home Improvement (36,000) | Personal Finance & Investing (63,000) |
| Arts & Entertainment (48,000) | Travel & Accommodations (54,000) |
| Food & Groceries (31,000) | Computers, Hardware & Software (40,000) |
| Consumer Electronics (30,000) | Wine & Spirits (33,000) |