Advertising with LARA

The Globe and Mail, Style Magazine

Canada

The Globe and Mail newspaper

Standard modular sizes

Full page is 8.97 × 20 in or 228 × 508 mm. Double-page spread is 18.97 × 20 in or 482 × 508 mm. Three-quarter page is 8.97 × 15 in, two-thirds page is 8.97 × 13.36 in and third page is 8.97 × 6.64 in.

Digital and branded content

The publisher lists digital advertising, Globe Alliance and Globe Content Studio separately from the newspaper and Style Magazine.

Globe Style Magazine, formerly Style Advisor

Standard print

Full page is 9 × 12.375 in. Double-page spread is 18.5 × 12.375 in and runs through the gutter on a centre spread only. Standard formats have no bleed.

Six-page off-cover gatefold

Inside-front-cover trim is 9.25 × 12.875 in, gate panel trim is 9.125 × 12.875 in and back-cover panel trim is 9.5 × 12.875 in. Each has 0.125 in bleed all round. The dimensions apply to upgraded cover stock. Allow four additional weeks for booking and material delivery. Style Advisor also lists scent strips and sampling.

Mechanical and colour

Supply ads at booked size and spreads as single files. Optimised PDF/X-1a with thumbnail and embedded fonts is the specified PDF format. Use CMYK, embedded images at least 266 dpi and maximum ink density of 280%. Supply a colour proof for colour ads.

Ask LARA to confirm current availability and the final specification for your selected placement.

Enquire with LARA

Tell us your audience, budget and timing. We'll confirm the placements, price, delivery dates and artwork requirements before you book.

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