

# Online Broker Ranking



THE GLOBE AUDIENCE

**40%**

SOUGHT FINANCIAL PLANNING ADVICE (INDEX 131)

OVER **2X MORE**

LIKELY TO BE IN FINANCIAL INVESTMENT ROLES

**2X MORE**

LIKELY TO USE A DISCOUNT BROKER FOR MAIN INVESTING

Source: 2013 NADbank Study, Globe Print and Digital Read Yesterday (A18+ or Mtl/Ott/Van/Tor/Win Markets)

Now in its 17th year, this ranking is designed for mainstream investors looking for the best way to invest online. The Broker Ranking compares costs, available account types, portfolio planning tools and more to help readers decide which provider is best for them. Canada's top choices are compared and contrasted, and assigned a grade based on strict criteria.

Reach an audience that is in constant research mode; looking for ways to maximize their investment dollar and market intelligence while cutting unnecessary costs. They look to top business writers to provide commentary and analysis to add to their knowledge base.

## THE DETAILS

**CAMPAIGN PERIOD** November 1 – December 31, 2015

**DIGITAL** 1.1 million standard ad impressions delivered across desktop and mobile

**PERFECT FOR** Wealth Management firms, Banks, Financial Advisors, Mutual Funds and ETFs, Online Brokerage firms

This package is based on 1 exclusive sponsor and includes sponsorship of Online Broker Ranking section plus targeted sections of the digital properties of Forbes, and Wall Street Journal.

Newspaper adjacencies available at additional cost. Available to multiple advertisers.

THE WALL STREET JOURNAL.

Forbes

THE GLOBE AND MAIL

\*The Globe and Mail reserves the right to deliver guaranteed impressions against relevant properties

TO LEARN MORE OR TO BOOK YOUR CAMPAIGN, CONTACT YOUR GLOBE ACCOUNT MANAGER