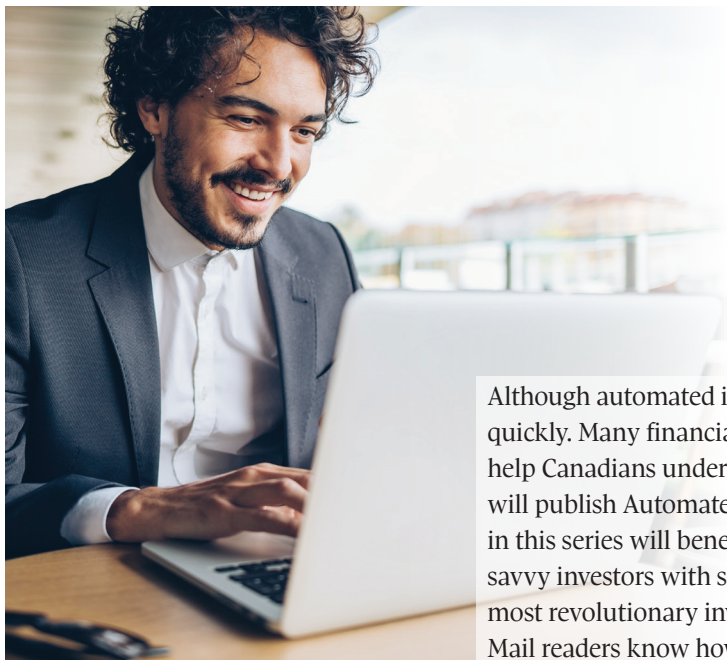


# AUTOMATED INVESTING



**PUBLICATION DATES:** July 19, 2017

**GET INVOLVED BY:** June 28, 2017

**MATERIAL DUE:** July 5, 2017

Although automated investing services are still in their infancy, their popularity is growing quickly. Many financial institutions see their commercial value and are getting on board early. To help Canadians understand this new investment service more thoroughly, The Globe and Mail will publish Automated Investing on July 19th. Canadian financial institutions that advertise in this series will benefit from being seen as early providers amongst The Globe's readership of savvy investors with substantial investment portfolios. Automated investing is quite possibly the most revolutionary investment innovation since discount brokerages and ETFs. Let Globe and Mail readers know how your organization is on board with this important trend.

## ADVERTISING OPTIONS

Editorial special reports are available across digital and newspaper. Each media is offered separately; speak to your Globe and Mail Account Manager for cross-platform packages.

### DIGITAL

**500,000 impressions**

- > 15,000 next to special report content
  - > 485,000 co-branded audience engagement units
- }
- \$11,500**

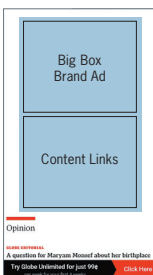
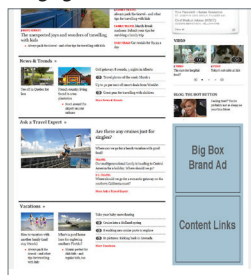
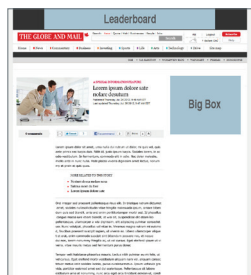
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

**Next-to-content impressions:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

**Co-branded impressions:** 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

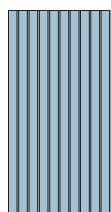
Branding next to content.

Content promotion via audience engagement units.

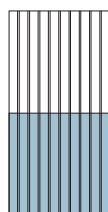


### NEWSPAPER

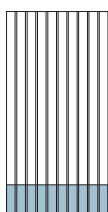
Rate card or contract rates apply. Additional size options available.



**FULL PAGE**  
10 col x 280 ag  
9.88" x 20.0"



**1/2 PAGE**  
10 col x 140 ag  
9.88" x 10.0"



**BANNER**  
10 col x 47 ag  
9.88" x 3.36"



## REACH YOUR MARKET\*



**ONLINE...**

**18 MILLION**

MONTHLY UNIQUE VISITORS  
(GLOBE AND MAIL MULTI-PLATFORM, ALLIANCE)

**6.5 MILLION**

MONTHLY UNIQUE VISITORS  
(GLOBE AND MAIL MULTI-PLATFORM)

Source: comScore, Omniture, Doubleclick

## WITH POWERFUL INTERACTIVITY RESULTS...

**35% higher reading time**

Over 2 minutes on special report articles vs. GAM site average

**3x higher CTR**

On ads next to content vs. GAM site and Canadian average

Source: comScore, Omniture, Doubleclick



**IN PRINT...**

**1,318,000**

(WEEKDAY READERS)

Source: Vividata Q2 2016

## THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES\*

- **929,000** of our print & digital readers trade online, and are more likely than average Canadians to make frequent trades (26+ a month - index 120)
- **1.3 million readers** (21%) use financial advisors (index 107)

Sources: Vividata Q3 2016 A18+ National

For additional information, please contact **KEITH RYDER**, Brand Partnership Manager, Special Reports

[kryder@globeandmail.com](mailto:kryder@globeandmail.com)