



BANKING INNOVATION

PUBLICATION DATES: October 16, 2017

GET INVOLVED BY: September 25, 2017

MATERIAL DUE: October 2, 2017

Canadian banks have an enviable record for stability and performance over the past 20 years. But the next 20 will belong to those who innovate smartest and fastest, positioning themselves for profitability at home and abroad. The Globe and Mail's Banking Innovations special report will focus on how Canadian banks are evolving to meet consumer expectations, not only in Canada but around the world.

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**

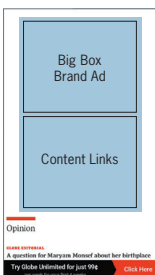
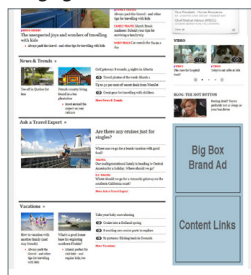
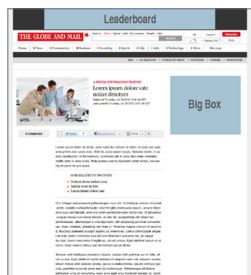
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

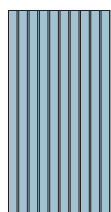
Branding next to content.

Content promotion via audience engagement units.

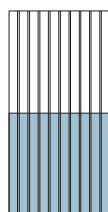


NEWSPAPER

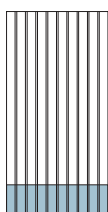
Rate card or contract rates apply. Additional size options available.



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 NEWSPAPER CONNECTS YOU TO 1.2 MILLION ADULT 18+ READERS EVERY WEEKDAY

- Our readers are 1.4 times more likely than average Canadians to use mobile banking for Investing.
- Over **2.6 million** of our print & digital readers have used mobile banking in the past 3 months (index 106)
- **3.0 million** readers thrive on new technologies, being the first to buy the latest products (index 11)

Source: Vividata Q3 2016 A18+ National

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