



# HIGH NET WORTH

**PUBLICATION DATES:** June 13, August 25, 2017

**GET INVOLVED BY:** May 23, August 4, 2017

**MATERIAL DUE:** May 30, August 11, 2017

Canadians with high net worth have far more options for building and protecting their investments than people of more modest means. They can also afford to hire the best financial, legal and accounting advisors. To reach The Globe and Mail's affluent and engaged readers, we will produce two special reports during the summer about High Net Worth and how they can plan for their future investments. Speak with your sales representative today to learn more and reserve your space.

## 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

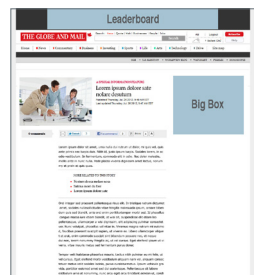
- > 15,000 next to special report content
  - > 485,000 co-branded audience engagement units
- } **\$11,500**

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

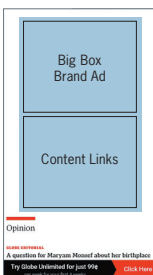
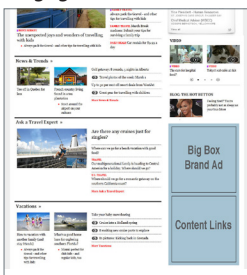
**Next-to-content impressions:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

Branding next to content.

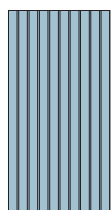


Content promotion via audience engagement units.

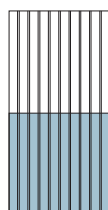


### NEWSPAPER

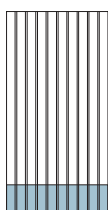
Rate card or contract rates apply. Additional size options available.



**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\*

- **1,819,000** print & digital readers use financial advisors (index 112), who have \$384 billion worth of investable assets (index 131)
- They are **1.4 times** more likely to have assets worth \$1 million+ individually
- **151,000 readers** with \$500K+ investable assets have traded online in past 6 months, (index 169)

Source: Vividata Q3 2016 A18+ National

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