



INVESTMENT STRATEGIES

PUBLICATION DATES: August 18th, 2017

GET INVOLVED BY: July 28th, 2017

MATERIAL DUE: August 4th, 2017

A number of factors affect stock market prices. Inflation, interest rates, energy prices and international issues - war, crime, fraud and political unrest – can have an impact on investors' emotions as well as business outlook.

In August 2017, The Globe and Mail will produce a special report that will focus on Investment Strategies. This report will be targeted to serious investors with high net worth and the capital to take advantage of the evolving Canadian and international markets.

To learn more and to reserve your space, please speak with your Globe and Mail advertising representative today.

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**

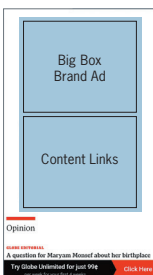
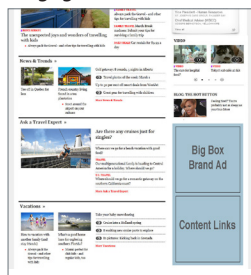
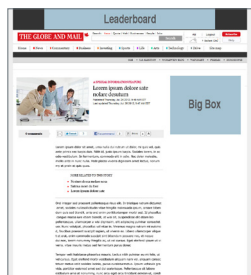
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

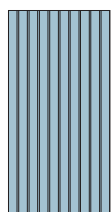
Branding next to content.

Content promotion via audience engagement units.

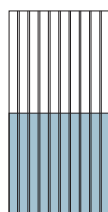


NEWSPAPER

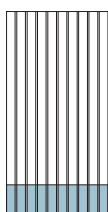
Rate card or contract rates apply. Additional size options available.



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*

- Our print & digital readers hold an average **net worth of \$126K** (index 122 to Canadian average)
- **1.3 million readers** (21%) use financial advisors (index 107)
- **141,000** of our readers have investable assets valued at \$1 million + (index 129)

Sources: Vividata Q3 2016 A18+ National

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

kryder@globeandmail.com