



MANAGING YOUR WEALTH

PUBLICATION DATES: Aug 15, Nov 3, Nov 10, Nov 17, Nov 24, 2017

GET INVOLVED BY: July 26, Oct 13, Oct 20, Oct 27, Nov 3, 2017

MATERIAL DUE: Aug 1, Oct 20, 27, Nov 3, Nov 10, 2017

In a global, roller-coaster economy, managing your wealth intelligently, proactively and successfully is a necessity.

To help our readers manage better, The Globe and Mail is producing a special report in August and a 4 part series in the Fall called Managing Your Wealth. Our wealth management guidance and strategies will give Boomers, Gen X and Millennial investors the tools they need to grow and protect their wealth as economies and assets continually change.

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
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- \$11,500**

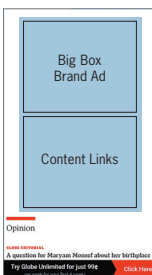
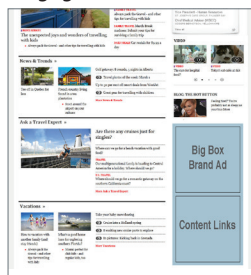
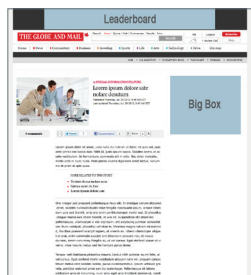
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

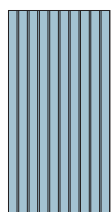
Branding next to content.

Content promotion via audience engagement units.

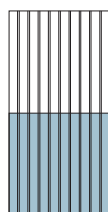


NEWSPAPER

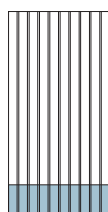
Rate card or contract rates apply. Additional size options available.



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)

• Our readers hold an average net worth of **\$126K** (index 122 to Canadian average)

Source: Vividata Q3 2016 A18+ National

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

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