

# RETIREMENT PLANNING



**PUBLICATION DATES:** April 15, June 17, September 16, October 21, November 18, 2017

**GET INVOLVED BY:** March 24, May 26, August 25, September 29, October 27, 2017

**MATERIAL DUE:** March 31, June 2, September 1, October 6, November 3, 2017

Many Canadians are not saving enough for retirement. And with the diminishing existence of company pension plans, many need to act quickly. Throughout 2017 The Globe and Mail will publish retirement planning special reports to help Canadians develop the retirement income plan that's right for them. To help readers understand how to best maximize their investment options, the content will focus on financial planning for retirement. Where should the emphasis be placed on investments? What's the best expert advice on health, travel, insurance and security? What emerging global trends could impact plans? Retirement Planning is an ideal environment offered at the right time for Globe and Mail advertising partners to reach interested readers.

## 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**

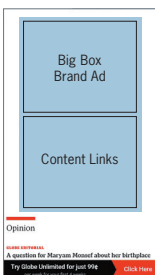
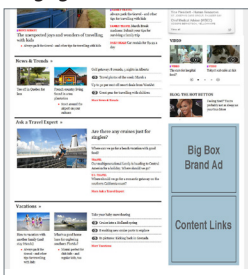
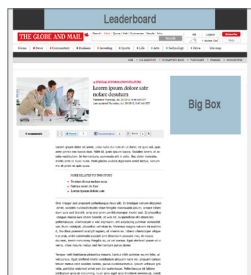
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

**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.

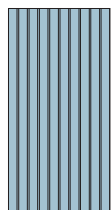
Branding next to content.

Content promotion via audience engagement units.

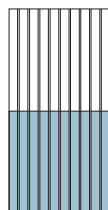


### NEWSPAPER

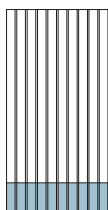
Rate card or contract rates apply. Additional size options available.



**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\*

- The Globe newspaper connects you to **1.2 million** Adult 18+ readers every Saturday
- **3.9 million** go to our website weekly for their news and information
- **1.3 million** of our print & digital use financial advisors

Source: Vividata Q2 2016 A18+ National

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

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