

# EXCHANGE TRADED FUNDS



**PUBLICATION DATES:** Tues, May 16 • Tues, June 27 • Mon, Oct. 30

**GET INVOLVED BY:** Tues, April 25 • Tues, June 6 • Mon, Oct. 9

**MATERIAL DUE:** Tues, May 2 • Tues, June 13 • Mon, Oct. 16

In less than two decades, exchange traded funds have grown from a few ETFs that tracked major global indices to multitudes that touch on almost every avenue of investing.

To help savvy readers make their next investment purchase, The Globe and Mail will publish Exchange Traded Funds special reports throughout 2017.

ETF popularity and complexity have drawn criticism but their appeal is obvious: direct access to markets, transparency and low fees. While they're popular with seasoned investors, the average Canadian may not understand the difference between exchange traded and broad based funds, when to invest in one and not the other, or when to have them work together with other investments.

With an index of 157% for ETF ownership compared to the average Canadian, Globe and Mail readers are much more likely to invest in these products. Don't miss the chance to deliver your message to this highly influential audience.

## 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**

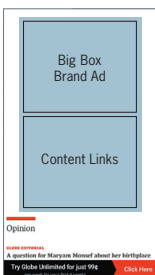
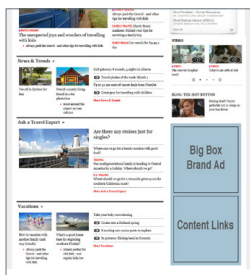
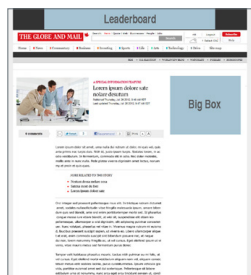
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

**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.

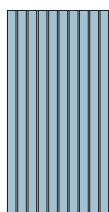
Branding next to content.

Content promotion via audience engagement units.

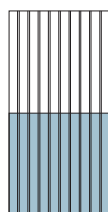


### NEWSPAPER

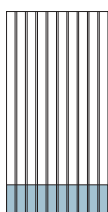
Rate card or contract rates apply. Additional size options available.



**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\*



**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



**1,318,000**

(WEEKDAY READERS)

Source: Vividata Q2 2016

## THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES\*

- **1.3 million** print & digital readers use financial advisors (index 105)
- Average net worth of Globe readers is **\$114K** (index 113)
- **1.8 times** more likely to trade ETFs online than average Canadians

Source: Vividata Q2 2016 A18+ National

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

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