

A SPONSOR CONTENT FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

The core activities of the investment funds industry are dedicated to helping Canadians build wealth during different life-stages and sustain them in retirement. Yet there are many variables in global and domestic markets, and heightened volatility and economic uncertainty can make investing more challenging. Canada's funds industry provides a wealth of valuable services and products, and has implemented new communication standards that help Canadian investors make informed choices.



**GOING LIVE IN PRINT AND ONLINE:**  
FEBRUARY 27, 2017

**GET INVOLVED BY:**  
JANUARY 27, 2017

**MATERIALS DUE:**  
FEBRUARY 20, 2017

**Proposed editorial highlights:**

**ADVICE PAYS.** Research findings confirm that getting sound advice can help in many areas, such as planning life's milestones.

**INVESTING.** We highlight key variables in global and domestic markets as well as reliable resources on GICs, mutual funds and primers on complex investments such as flow-through shares.

**INCOME SOLUTIONS.** We explore income solutions for Canadians during different stages of their lives.

**SOUND CHOICES.** What are some of the tools for understanding one's personal risk preference and choosing investments option accordingly?

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

Our weekday readers are:

**64% more likely** to be senior managers/owners

**31% more likely** to be professionals

**2x as likely** to have household incomes of \$200,000+

**REACH YOUR MARKET\*\***



IN PRINT...

**1,074,000**

WEEKDAY READERS

**1,669,000**

SATURDAY READERS



ONLINE...

**3.8 million**

UNIQUE VISITORS

**3.6 million**

UNIQUE MOBILE VISITORS



**+ Increase your reach and audience with SOCIAL MEDIA AMPLIFICATION...**

See page 2 for details...

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



**NEXT STEPS?** Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

A SPONSOR CONTENT FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE

# INVESTMENT FUNDS



## PRINT

## DIGITAL

## SOCIAL

### CHOOSE YOUR AD SIZE AND FREQUENCY

We will boost your investment value by presenting custom content opportunities designed to deliver readership value and support your strategic interests.

### PUBLISH

See your special feature content housed in the globeandmail.com special features hub:

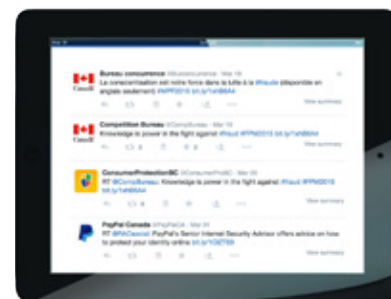
### AMPLIFY

Mobilize content, conversations and build your social media influence, engagement and audience. Choose from a suite of services:



- > CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)
- > STRATEGY > DAILY UPDATES

PLUS



OR for added global visibility, publish on a custom special feature website:



- > INFLUENCER ENGAGEMENT

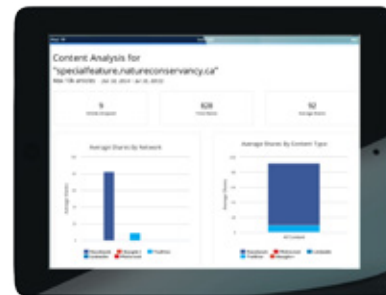


- > PAID SOCIAL AMPLIFICATION



### ADVERTISE

Co-branded digital ads on globeandmail.com promote brand awareness and drive to your site and special feature content:



- > REPORTING AND ANALYTICS

**NEXT STEPS?** Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)