

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Harnessing emerging trends and leveraging innovation to create business value can help industries to stay relevant and competitive. In the financial service industry, new IT trends are disrupting the marketplace of traditional financial institutions and intermediaries in the delivery of financial services – they are also providing interesting opportunities to the institutions and partners who are able to integrate them intelligently. In addition to shaping the global financial services and information technology industries, FinTech is creating exciting new avenues for doing business.

	GOING LIVE IN PRINT AND ONLINE: SEPTEMBER 20, 2017	GET INVOLVED BY: AUGUST 9, 2017	MATERIALS DUE: SEPTEMBER 13, 2017
---	--	---	---

Proposed editorial highlights:

INNOVATION. What are some of the notable innovative solutions that are transforming the financial industry?

COLLABORATION. We highlight FinTech leaders and examples of collaboration bringing major institutions and startups together.

REGULATION. How do regulators ensure established financial institutions and new FinTech businesses are treated fairly in the age of services like web-based peer-to-peer lending or crowdfunding?

BIG DATA. How are massive quantities of available data and real-time analytics changing traditional business models?

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

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE

FINTECH



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:



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



ADVERTISE

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

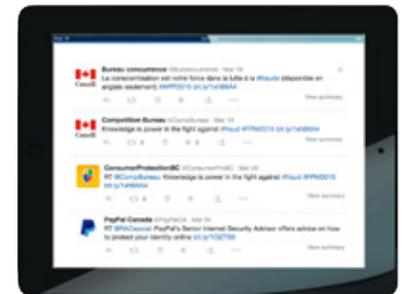


AMPLIFY

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



- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS