



ESTATE PLANNING

PUBLICATION DATES: August 3, 2017

GET INVOLVED BY: July 13, 2017

MATERIAL DUE: July 20, 2017

Over the next two decades over \$1 trillion worth of assets will be passed down from one generation to the next and many Canadians are searching for advice as to how best ensure their beneficiaries get the assets intended for them. The Estate Planning special report will target high-net-worth Canadians that are engaged with their family and financial planner to ensure a smooth transition of wealth.

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

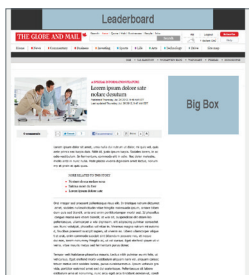
- › 15,000 next to special report content
 - › 485,000 co-branded audience engagement units
- }
- \$11,500**

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

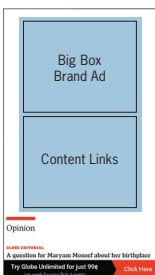
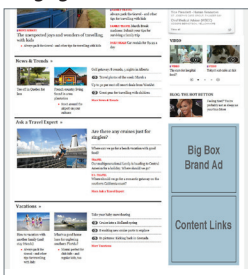
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

Co-branded impressions: 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

Branding next to content.

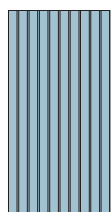


Content promotion via audience engagement units.

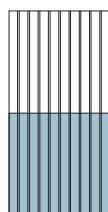


NEWSPAPER

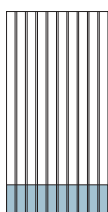
Rate card or contract rates apply. Additional size options available.



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 NEWSPAPER CONNECTS YOU TO 1.2 MILLION ADULT 18+ READERS EVERY WEEKDAY

- **829,000** readers are assisted by Financial Advisors, (index 103)
- **2.8 million** of our print & digital readers have a will - leaving 53% that do NOT.
- Total net worth of our readers is valued at **\$755 billion**.

Sources: Vividata Q3 2016 A18+ National

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