

## INVEST LIKE A LEGEND

# PREMIUM CONTENT. PREEMINENT AUDIENCES. POWERFUL OPPORTUNITIES FOR YOUR BRAND.



**PRESENTING SPONSORSHIP PACKAGE \$50,000**

Contact Jane Avery at [javery@globeandmail.com](mailto:javery@globeandmail.com) for more information  
(P): 416-585-5645; (M): 416-557-9522

This premium and exclusive event brings investment legends featured in Report on Business Magazine's annual Invest Like a Legend issue to our new Globe and Mail Centre stage to share their experiences and insights with an attentive audience of retail investors.



### KEYNOTE SPEAKER WILLIAM J. BERNSTEIN

William J. Bernstein, an American financial theorist and neurologist, was featured in our January 2017 issue of ROB. His research is in the field of modern portfolio theory his bestselling books include the instant classic, *The Four Pillars of Investing*, as well as *The Birth of Plenty* and *A Splendid Exchange*.

### GLOBE TALKS INVEST LIKE A LEGEND

- **Date:** Monday, April 24, 2017
- **Location:** The Globe & Mail Centre, 351 King St E, 17<sup>th</sup> floor event hall
- **Time:** 5:00pm–6:00pm Exclusive Private Sponsor reception for 40  
5:45pm–6:30pm General Admission Pre-event reception  
6:30pm–8:30pm Presentation, total attendees 250
- **Discussion:** Report on Business Magazine editor, Duncan Hood moderates; 3 speakers to present each followed by moderated Q&A

### PRESENTING SPONSOR RECEIVES

- Exclusive on-stage speaking opportunity
- Exclusive Private Sponsor reception for 40
- Partnership recognition as presenting sponsor with *The Globe*
- Extensive branding and logo visibility at event
- Activation and hospitality benefits
- Discounted ticket pricing for promotion to your own constituents
- Media placement in The Globe and Mail newspaper and digital properties
- Sponsor designation in eblasts to Globe databases
- Video highlights of sponsor speaker

### THE GLOBE AND MAIL & ROB AUDIENCE



1.5M ROB Print + Digital readers  
243K Work In Investing (index 217)



Weekly Globe readers have investable assets worth over \$690B (index 115)  
ROB readers have \$241 B (index 164)



2.1 million weekly Globe readers (35%)  
and 451,000 (30%) ROB readers feel they haven't yet taken the right steps to ensure they have sufficient income for retirement



Our Readers are risk takers (Index 113) and believe money is the best measure of success (TGAM Index 105 / ROB Index 115)