



FINANCIAL ADVICE FOR SMALL AND MEDIUM BUSINESSES

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GET INVOLVED BY: June 23, 2017

MATERIAL DUE: June 30, 2017

Small and medium sized business owners and operators don't usually have a company pension plan. They usually work long hours and don't have time to manage their own wealth. These are smart people. The one thing they lack is time. This special report on Financial Advice for Small and Medium Businesses will educate this audience on how to work with the investment community while employing tools that will help them make decisions on building and managing their financial portfolio.

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**

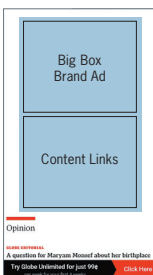
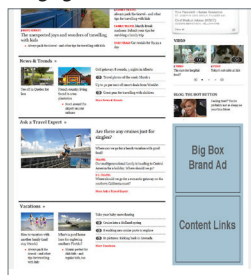
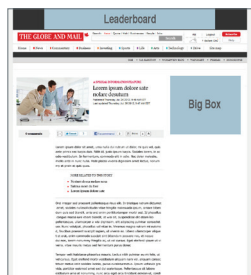
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

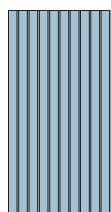
Branding next to content.

Content promotion via audience engagement units.

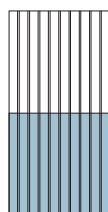


NEWSPAPER

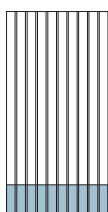
Rate card or contract rates apply. Additional size options available.



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

- **318,000** of our print & digital readers are SMB owners or operators (index 149), and **40%** of them use Financial Planners (index 185)
- Average net worth for these SMB owners is **\$166K** (index 161 vs average Canadian)

Sources: Vividata Q3 2016 A18+ National

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

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