

SELF DIRECTED INVESTING

With the many peaks and valleys in the investment markets and more tools available to the average investor than ever before, more Canadians are trying their hand at self directed investing.



To educate and inform our readers, The Globe and Mail will produce a series of special reports in ROB on self-directed trading throughout 2018. It's a series that Canada's growing legion of self-directed traders and investors won't want to miss.

| PUBLICATION | AD CLOSE | MATERIAL DEADLINE |
|-------------|-------------|-------------------|
| Jan-27-2018 | Jan-06-2018 | Jan-13-2018 |
| Feb-24-2018 | Feb-03-2018 | Feb-10-2018 |
| Mar-17-2018 | Feb-24-2018 | Mar-03-2018 |
| Apr-21-2018 | Mar-31-2018 | Apr-07-2018 |
| May-19-2018 | Apr-28-2018 | May-05-2018 |
| Jun-23-2018 | Jun-02-2018 | Jun-09-2018 |
| Jul-21-2018 | Jun-30-2018 | Jul-07-2018 |
| Aug-11-2018 | Jul-21-2018 | Jul-28-2018 |
| Sep-08-2018 | Aug-18-2018 | Aug-25-2018 |
| Oct-06-2018 | Sep-15-2018 | Sep-22-2018 |
| Nov-10-2018 | Oct-20-2018 | Oct-27-2018 |
| Dec-08-2018 | Nov-17-2018 | Nov-24-2018 |

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

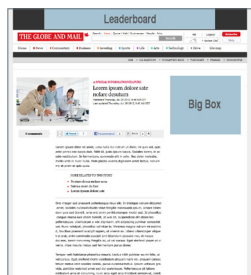
- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
- } \$11,500

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

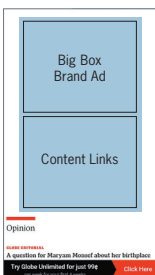
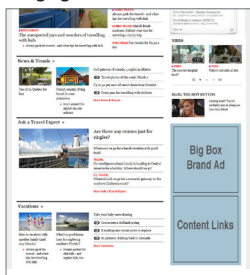
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

Branding next to content.

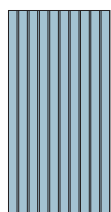


Content promotion via audience engagement units.

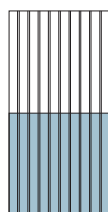


NEWSPAPER

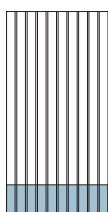
Rate card or contract rates apply. Additional size options available.



FULL PAGE
10 col x 280 ag
8.97" x 20.0"



1/2 PAGE
10 col x 140 ag
8.97" x 10.0"



BANNER
10 col x 47 ag
8.97" x 3.36"



REACH YOUR MARKET*



ONLINE...

17 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM, ALLIANCE)

7.0 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM)

Source: comScore Q2 2017

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: Omniture, Doubleclick



IN PRINT...

1,168,000

(WEEKDAY READERS)

Source: Vividata Q4 2016

THE GLOBE AND MAIL ATTRACTS INFLUENTIAL ADULTS AND EXECUTIVES

- 3.7 million (63%) of The Globe's print & digital readers are investors (index 107)
- Their average securities/savings are \$194K (+21% to the National average)
- They are 11% more likely than the norm to have Self-Directed funds, and 15% more likely to have contributed to them in the past 2 years

Source: Vividata Q4 2016 A18+ National

For additional information, please contact **KEITH RYDER**, Special Reports Associate

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