

# MANAGING YOUR WEALTH



PUBLICATION	AD CLOSE	MATERIAL DEADLINE
Jan-24-2018	Jan-03-2018	Jan-10-2018
Feb-21-2018	Jan-31-2018	Feb-07-2018
Mar-21-2018	Feb-28-2018	Mar-07-2018
Apr-18-2018	Mar-28-2018	Apr-04-2018
May-16-2018	Apr-25-2018	May-02-2018
Jun-20-2018	May-30-2018	Jun-06-2018
Jul-18-2018	Jun-27-2018	Jul-04-2018
Aug-15-2018	Jul-25-2018	Aug-01-2018
Sep-12-2018	Aug-22-2018	Aug-29-2018
Oct-10-2018	Sep-19-2018	Sep-26-2018
Nov-14-2018	Oct-24-2018	Oct-31-2018
Dec-12-2018	Nov-21-2018	Nov-28-2018

In a global, roller-coaster economy, managing your wealth intelligently, proactively and successfully is a necessity.

To help our readers manage better, The Globe and Mail is producing a series of special reports in 2018 called **Managing Your Wealth**. Our wealth management guidance and strategies will give Boomers, Gen X and Millennial investors the tools they need to grow and protect their wealth as economies and assets continually change.

## 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**

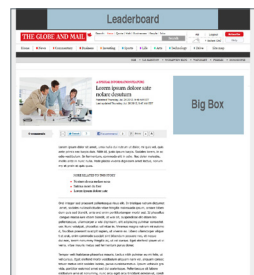
- > **15,000 next to special report content**
  - > **485,000 co-branded audience engagement units**
- }
- \$11,500**

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

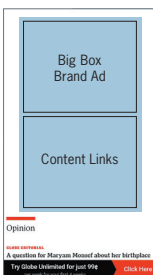
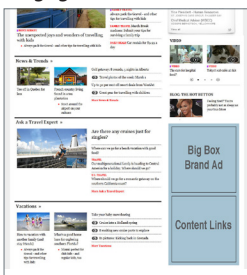
**Next-to-content impressions:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

Branding next to content.

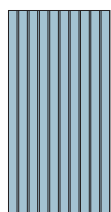


Content promotion via audience engagement units.

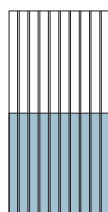


### NEWSPAPER

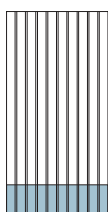
Rate card or contract rates apply. Additional size options available.



**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)

**17.0 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 CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES

- Over 1 million of The Globe's print & digital readers earn HHI of \$150K or more (index 142)
- Their average securities are \$183K, 17% above the norm for all top earners
- They are 1.6x more likely to have used Financial Advisors in the past 3 months

Source: Vividata Q4 2016 A18+ National

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

[kryder@globeandmail.com](mailto:kryder@globeandmail.com)