

MILLENNIAL MONEY



Each generation has their own unique financial struggles and challenges to face as individuals and as a collective of young people starting out. Millennials will have their own set of circumstances as they try to navigate the financial world in 2018.

How will Millennials approach economic challenges as they start out and build their net worth? The Globe and Mail will produce a series called Millennial Money in ROB in 2018 that will focus on financial advice and strategies for Millennials and their friends and family to help them navigate these challenging times.

| PUBLICATION | AD CLOSE | MATERIAL DEADLINE |
|-------------|-------------|-------------------|
| Jan-22-2018 | Jan-01-2018 | Jan-08-2018 |
| Feb-26-2018 | Feb-05-2018 | Feb-12-2018 |
| Mar-26-2018 | Mar-05-2018 | Mar-12-2018 |
| Apr-23-2018 | Apr-02-2018 | Apr-09-2018 |
| May-21-2018 | Apr-30-2018 | May-07-2018 |
| Jun-25-2018 | Jun-04-2018 | Jun-11-2018 |
| Jul-23-2018 | Jul-02-2018 | Jul-09-2018 |
| Aug-27-2018 | Aug-06-2018 | Aug-13-2018 |
| Sep-24-2018 | Sep-03-2018 | Sep-10-2018 |
| Oct-22-2018 | Oct-01-2018 | Oct-08-2018 |
| Nov-26-2018 | Nov-05-2018 | Nov-12-2018 |
| Dec-24-2018 | Dec-03-2018 | Dec-10-2018 |

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

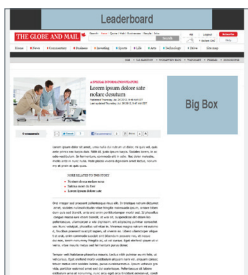
- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
- } \$11,500

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

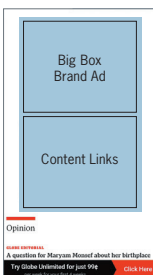
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

Branding next to content.

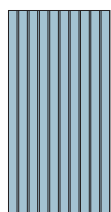


Content promotion via audience engagement units.

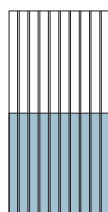


NEWSPAPER

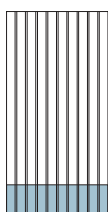
Rate card or contract rates apply. Additional size options available.



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 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*

- **1.8 million** (30%) of The Globe's adult print & digital readers are Millennials (index 108)
- **1.4 million** (23%) of our readers are parents aged 45-70, likely to be influencing Millennial children

Source: Vividata Q4 2016 A18+ National

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

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