

# WOMEN AND FINANCE



In 2014 a global study by consulting firm Oliver Wyman showed women account for 23 per cent of executives at financial services companies in Canada.

Now that it is 2018, have conditions changed for the better for women in finance? Are there more senior levels jobs filled by females? And are female graduates finding employment within the financial markets?

The Globe and Mail will publish a series of special reports in ROB that will showcase and celebrate successes and the impact that Canadian females are having in the investment world.

PUBLICATION	AD CLOSE	MATERIAL DEADLINE
Jan-25-2018	Jan-04-2018	Jan-11-2018
Feb-22-2018	Feb-01-2018	Feb-08-2018
Mar-22-2018	Mar-01-2018	Mar-08-2018
Apr-26-2018	Apr-05-2018	Apr-12-2018
May-24-2018	May-03-2018	May-10-2018
Jun-28-2018	Jun-07-2018	Jun-14-2018
Jul-26-2018	Jul-05-2018	Jul-12-2018
Aug-30-2018	Aug-09-2018	Aug-16-2018
Sep-27-2018	Sep-06-2018	Sep-13-2018
Oct-25-2018	Oct-04-2018	Oct-11-2018
Nov-29-2018	Nov-08-2018	Nov-15-2018
Dec-27-2018	Dec-06-2018	Dec-13-2018

## 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**

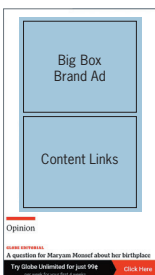
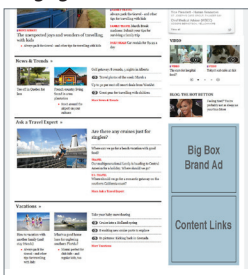
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

**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.

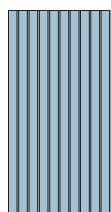
Branding next to content.

Content promotion via audience engagement units.

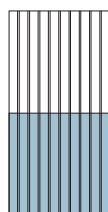


### NEWSPAPER

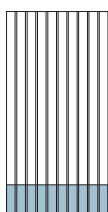
Rate card or contract rates apply. Additional size options available.



**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\*



**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

Source: comScore, Omniture,

**3x higher CTR**

On ads next to content vs. GAM site and Canadian average

Source: Omniture, Doubleclick



**1,168,000**

(WEEKDAY READERS)

Source: Vividata Q4 2016

## THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES\*

- **2.3 million** of The Globe's print & digital readers are women.
- They are **1.3x** more likely than the norm to be influencers in the financial community, and **1.2x** more likely to work in a finance.

Source: Vividata Q4 2016 W18+ National

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

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