

EXCHANGE TRADED FUNDS



In less than two decades, exchange traded funds have grown from a few ETFs that tracked major global indices to multitudes that touch on almost every avenue of investing.

To help savvy readers make their next investment purchase, The Globe and Mail will publish Exchange Traded Funds special reports throughout 2018.

With an index of 157% for ETF ownership compared to the average Canadian, Globe and Mail readers are much more likely to invest in these products. Don't miss the chance to deliver your message to this highly influential audience.

PUBLICATION DATE	AD CLOSE	MATERIAL DEADLINE
Jan-16-2018	Dec-26-2017	Jan-02-2018
Feb-13-2018	Jan-23-2018	Jan-30-2018
Mar-13-2018	Feb-20-2018	Feb-27-2018
Apr-10-2018	Mar-20-2018	Mar-27-2018
May-08-2018	Apr-17-2018	Apr-24-2018
Jun-12-2018	May-22-2018	May-29-2018
Jul-10-2018	Jun-19-2018	Jun-26-2018
Aug-14-2018	Jul-24-2018	Jul-31-2018
Sep-11-2018	Aug-21-2018	Aug-28-2018
Oct-09-2018	Sep-18-2018	Sep-25-2018
Nov-13-2018	Oct-23-2018	Oct-30-2018
Dec-11-2018	Nov-20-2018	Nov-27-2018

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

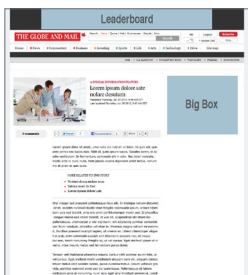
- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
- } \$11,500

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

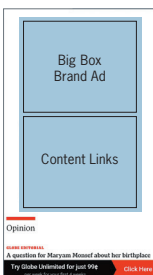
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

Branding next to content.

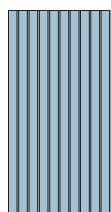


Content promotion via audience engagement units.

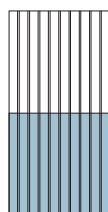


NEWSPAPER

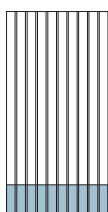
Rate card or contract rates apply. Additional size options available.



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

Source: comScore, Omniture,

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*

- **3.7 million** of The Globe's print & digital readers have investments (index 107), with an average net worth of \$194K (index 121)
- Only **371,000** (10%) of them have ETFs within their portfolio

Source: Vividata Q4 2016 A18+ National

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

kryder@globeandmail.com