

RETIREMENT PLANNING



Many Canadians are not saving enough for retirement. And with the diminishing existence of company pension plans, many need to act quickly. Throughout 2018 The Globe and Mail will publish retirement planning special reports to help Canadians develop the retirement income plan that's right for them.

To help readers understand how to best maximize their investment options, the content will focus on financial planning for retirement.

| PUBLICATION | AD CLOSE | MATERIAL DEADLINE |
|-------------|-------------|-------------------|
| Jan-20-2018 | Dec-30-2017 | Jan-06-2018 |
| Feb-17-2018 | Jan-27-2018 | Feb-03-2018 |
| Mar-24-2018 | Mar-03-2018 | Mar-10-2018 |
| Apr-14-2018 | Mar-24-2018 | Mar-31-2018 |
| May-12-2018 | Apr-21-2018 | Apr-28-2018 |
| Jun-16-2018 | May-26-2018 | Jun-02-2018 |
| Jul-14-2018 | Jun-23-2018 | Jun-30-2018 |
| Aug-18-2018 | Jul-28-2018 | Aug-04-2018 |
| Sep-15-2018 | Aug-25-2018 | Sep-01-2018 |
| Oct-13-2018 | Sep-22-2018 | Sep-29-2018 |
| Nov-17-2018 | Oct-27-2018 | Nov-03-2018 |
| Dec-15-2018 | Nov-24-2018 | Dec-01-2018 |

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

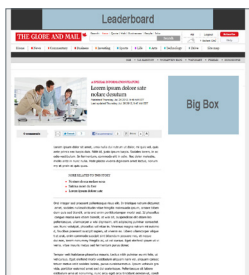
- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
- } \$11,500

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

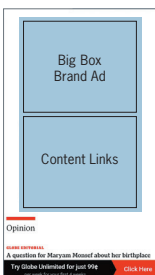
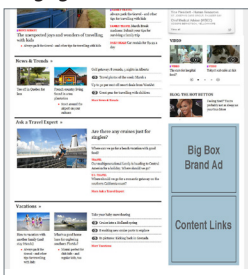
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

Branding next to content.

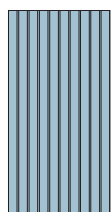


Content promotion via audience engagement units.

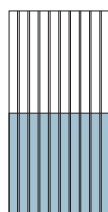


NEWSPAPER

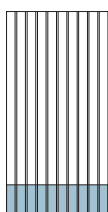
Rate card or contract rates apply. Additional size options available.



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

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

- 3.3 million (56%) of The Globe's print & digital readers have RRSP investments, with an average net worth of \$200K (index 124)
- There are 1.9 million readers (33%) who do not believe they have taken enough steps to ensure sufficient income after retirement
- Our readers are 13% more likely to be retiring within the next year than the norm
- 1.3 million of our readers access financial advisors (index 114)

Source: Vividata Q4 2016 A18+ National

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

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