



INVESTMENT STRATEGIES AND ADVICE

PUBLICATION DATES: April 27 • October 26

GET INVOLVED BY: February 28 • August 29

MATERIAL DUE: March 27 • September 26

ROB magazine readers are among Canada's savviest investors and highest income earners, with above average investment portfolios. It's standard practice for them to seek advice from professionals on how to protect and grow their investments to ensure prosperous lifestyles now and in the future. To reach these affluent readers, we will produce two special features focusing on investment strategies and advice.

ADVERTISING OPTIONS

Sponsor content features are available across digital and print magazine. On selected offerings, each media is offered separately; speak to your Globe and Mail Account Manager for cross-platform packages.

DIGITAL

500,000 impressions

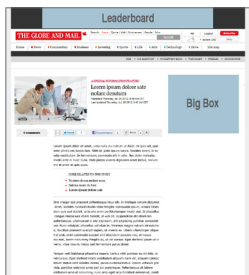
› **15,000 next to special report content**
› **485,000 co-branded audience engagement units** } **\$11,500**

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

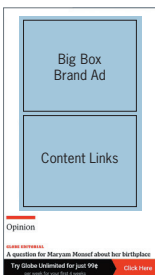
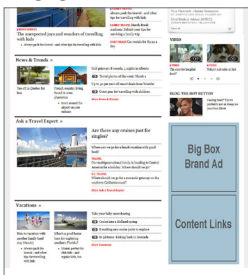
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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.



Click image to view



Click image to view



MAGAZINE Sponsor content or contract rates apply.

FULL PAGE
\$15,360 (net)

1/2 PAGE
\$10,300 (net)

DOUBLE PAGE SPREAD
\$29,620 (net)
Must build as two separate pages

1/2DOUBLE PAGE SPREAD
\$29,620 (net)
Must build as two separate pages

LIVE: 7" w x 10" d
TRIM: 7 7/8" w x 10 3/4" d
BLEED: 8 1/8" w x 11" d

LIVE: 7" w x 4 1/2" d
TRIM: 7 7/8" w x 5 3/8" d
BLEED: 8 1/8" w x 5 7/8" d

LIVE: 14" w x 10" d
TRIM: 15 3/4" w x 10 3/4" d
BLEED: 16 1/4" w x 11" d

LIVE: 14" w x 4 1/2" d
TRIM: 15 3/4" w x 5 3/8" d
BLEED: 16 1/4" w x 5 7/8" d

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



ROB MAGAZINE...

1,148,000

(READERS IN THE PRINT EDITION)

1,678,000

(READERS IN PRINT AND DIGITAL EDITIONS)

Source: Vividata Q4 2016

- ROB Magazine readers earn an average personal income of **\$64K – 40%** higher than the norm.
- Their total securities/savings are worth over **\$275 billion** (index 147)
- They are **33%** more likely to use financial planning services than average

Source: Vividata Q2 2017 A18+ National ROB Magazine Print/Digital

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

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