

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



REACH YOUR MARKET



IN PRINT...

1,168,000
WEEKDAY READERS (National)*

666,000
WEEKDAY READERS (Ontario)*

997,000
SATURDAY READERS (Ontario)*



ONLINE...

7,000,000
UNIQUE VISITORS EVERY MONTH
(Globe and Mail multi-platform)†

WITH POWERFUL INTERACTIVITY RESULTS:

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over 2 minutes on special report articles vs. GAM site average ††

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See page 2 for details...

The popularity of exchange-traded funds (ETFs), which were launched over 25 years ago in Canada, continues to accelerate. In 2017, more than \$26-billion flowed into ETFs, up 56 per cent from 2016. A record number of new entrants joined the market with 11 new providers launching a combined 60 new funds. Passively managed ETFs continue to dominate the market, but active ETFs spur renewed activity from investors.

	GOING LIVE IN PRINT AND ONLINE: NOVEMBER 21, 2018	GET INVOLVED BY: OCTOBER 10, 2018	MATERIALS DUE: NOVEMBER 7, 2018
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Proposed topic highlights:

- PRODUCT INNOVATION.** How is product innovation shaping the ETF ecosystem and leading to new investment opportunities?
- INVESTOR PROFILES.** What are the options for different profiles of investors, who may be aggressive or conservative, want to stay within Canada or look to other markets, or have long-term or short-term investment goals?
- PROJECTED GROWTH.** We highlight areas of projected growth in ETF products, from low-cost passive products to active ETFs.
- NAVIGATING THE MARKET.** What should institutional investors, those who use financial advisers and do-it-yourself individual investors know about ETFs?

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NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

Sources: *Vividata Q4 2016; †comScore Q2 2017; †† Omniture, Doubleclick

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EXCHANGE-TRADED FUNDS



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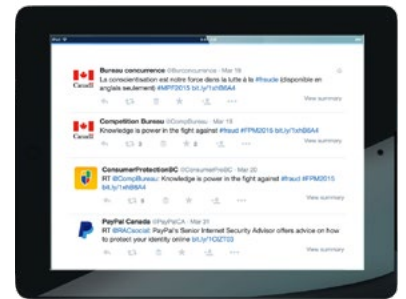
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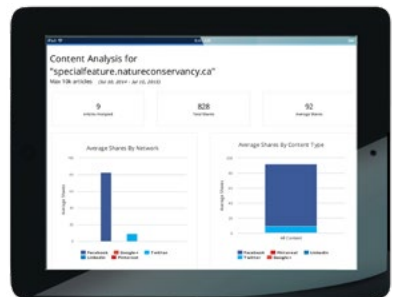
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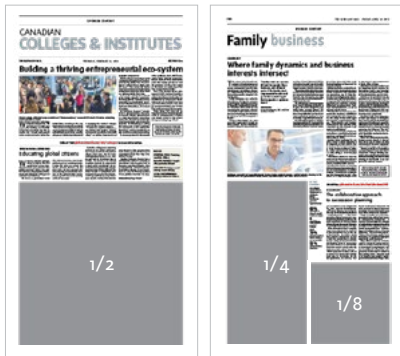
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