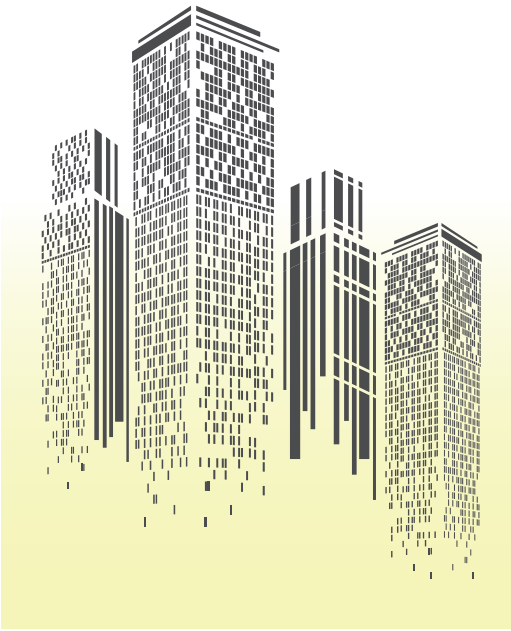


**DIGITAL AND PRINT MAGAZINE SPONSOR CONTENT FEATURE**



# INVESTING IN INFRASTRUCTURE

**PUBLICATION DATES:** October 26

**GET INVOLVED BY:** August 29

**MATERIAL DUE:** September 26

Since the early 2000's, private infrastructure has gained interest among institutional investors. That's a key reason why the Canadian government is launching the Canada Infrastructure Bank. With the focus on enabling infrastructure growth and development in communities across the country, how will it affect average investors and companies? This special feature will examine infrastructure investing and what it means for Canadians.

## 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.

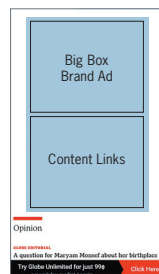
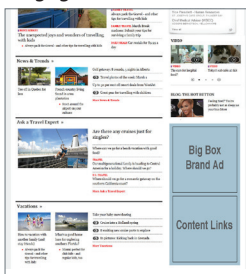
**Next-to-content impressions:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

**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)**

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

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

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

**DOUBLE PAGE SPREAD**  
**\$29,620 (net)**

Must build as two separate pages

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

**1/2DOUBLE PAGE SPREAD**  
**\$29,620 (net)**

Must build as two separate pages

LIVE: 14" w x 4 15/16" 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

## IN REPORT ON BUSINESS MAGAZINE...

**1,148,000**

READERS IN THE PRINT EDITION

**1,678,000**

READERS IN PRINT AND DIGITAL EDITIONS

Source: Vividata Q4 2016

ROB Magazine is read by over **200,000** online investors (index 140)

Their average investments/savings are worth **43% more** than the norm, totalling over \$274 billion

Source: Vividata Q3 2016 A18+ National

For additional information, please contact **KEITH RYDER**, Special Reports Associate  
[kyrder@globeandmail.com](mailto:kyrder@globeandmail.com)