

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



FINANCIAL PLANNING WEEK

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Financial planning is important to Canadians – it can enable them to achieve their goals and enhance their well-being. As part of an ongoing campaign to raise awareness about the importance and benefits of financial planning with a qualified professional, the Financial Planning Standards Council (FPSC) and Institut québécois de planification financière have declared November 18-24, 2018, to be Financial Planning Week.

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| | GOING LIVE IN PRINT AND ONLINE: NOVEMBER 17, 2018 | GET INVOLVED BY: SEPTEMBER 21, 2018 | MATERIALS DUE: OCTOBER 26, 2018 |
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Produced in collaboration with the FPSC, the special feature will include the following topic highlights:

FINANCIAL PLANNING RESOURCES. Where can Canadians find the financial planning resources that set them on the path to success?

HAVING A PLAN. Your financial situation – from investment choices to income tax issues to insurance to retirement planning – requires knowledge and careful planning. What are the benefits of getting advice?

QUALIFIED ADVICE. Research has proven that people who are getting qualified advice come out ahead. What are the criteria for choosing a financial planning expert?

CUSTOM-TAILORED SOLUTIONS. Whether you're working to pay off student debt, buy a home, raise a family, start a business or retire, how can expert advice help you realize your goals?

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:

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 ††



+ Increase your reach and audience with SOCIAL MEDIA AMPLIFICATION...

See page 2 for details...

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



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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PRINT

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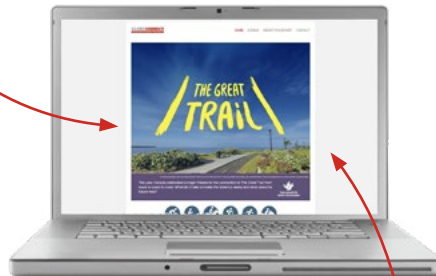
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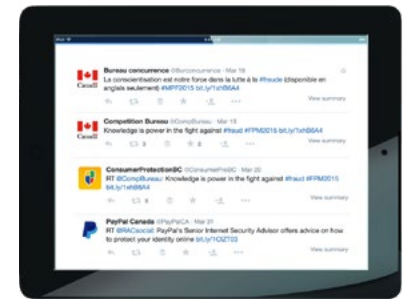
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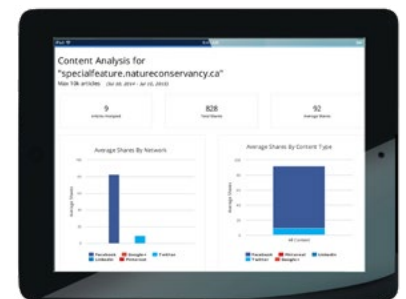
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> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS