

INVESTING IN CANNABIS



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GET INVOLVED BY: Friday, December 21, 2018

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INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Cannabis is suddenly big business. Some investors jumped into the market early. Others watched with interest from the sidelines. As legalization approached in the fall of 2018, cannabis stocks began to reach multi-billion-dollar valuations, and investors were blinded by profit potential. Shares remain volatile – this is not an industry for the faint of heart – but investing in cannabis has hit the mainstream. This report is designed to appeal to investors of all stripes who are looking for news, trends and guidance on this emerging sector.

For additional information, contact

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REACH YOUR TARGET

IN PRINT

958,000

READERS IN THE PRINT EDITION

4,188,000

READERS IN THE PRINT & DIGITAL EDITIONS

Our Readers are investors...

Their average investment portfolio is valued at

**23% MORE
THAN AVERAGE.**

They're

6% MORE LIKELY
to invest in non-traditional products.

They are

11% MORE LIKELY
to use a financial consultant.

Source: Vividata Spring 2018
Readership Study National, Total Readers

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

NEWSPAPER AND DIGITAL

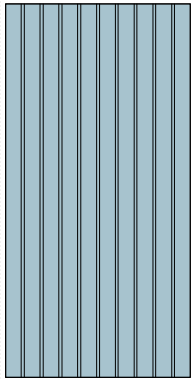
Editorial Reports



2019

ADVERTISING OPTIONS

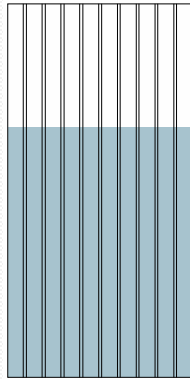
PRINT



FULL PAGE

National (gross)
\$32,674
Metro (gross)
\$25,599

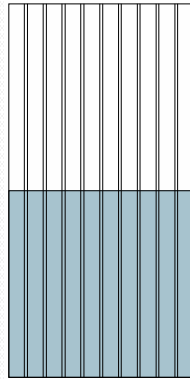
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8.97" x 20.0"



2/3 page

National (gross)
\$24,709
Metro (gross)
\$19,098

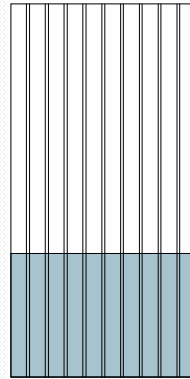
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1/2 page

National (gross)
\$20,599
Metro (gross)
\$15,855

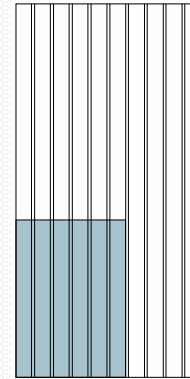
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1/3 page

National (gross)
\$14,810
Metro (gross)
\$11,364

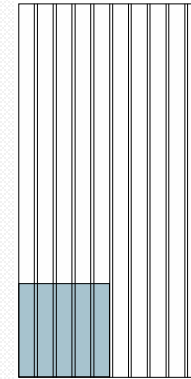
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1/4 page

National (gross)
\$14,755
Metro (gross)
\$9,742

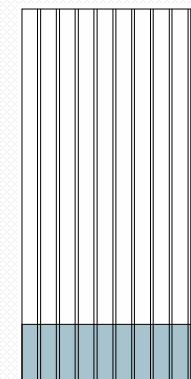
10 columns x 117 agates
5.30" x 8.36"



1/8 page

National (gross)
\$9,668
Metro (gross)
\$7,306

6 columns x 58 agates
5.30" x 4.14"



BANNER

National (gross)
\$10,726
Metro (gross)
\$8,141

10 columns x 47 agates
8.97" x 3.36"

DIGITAL

500,000 impressions

- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$11,500 (net)**

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.

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

