

HIGH NET WORTH



PUBLICATION DATES: Tuesdays - January 22, February 19, March 19, April 16, May 28, June 18

GET INVOLVED BY: Thursday, January 3, Tuesdays - January 29, February 26, March 26, May 7, May 28

MATERIAL DUE: Tuesdays - January 8, February 5, March 5, April 2, May 14, June 4

INVESTMENT: Special report or contract rates

Canadians with high net worth have far more options for building and protecting their investments than people of more modest means. To reach The Globe and Mail's affluent and engaged readers, we will produce a series of special reports on high income investing to help these readers plan for their future investments.

For additional information, contact **Keith Ryder, Special Reports Associate**
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REACH YOUR TARGET

ONLINE
Globeandmail.com

4.3 Million

WEEKLY DIGITAL READERS
Source: Vividata Fall 2018 National Total readers

IN PRINT
National Edition

848,000

WEEKDAY PRINT READERS
Source: Vividata Fall 2018 National Total readers

OUR READERS ARE INVESTORS...

- Their average investment portfolio is valued at 23% more than the average Canadian.
- They're 6% more likely to invest in non-traditional products.
- They are 11% more likely to use a financial consultant.

Source: Vividata Fall 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

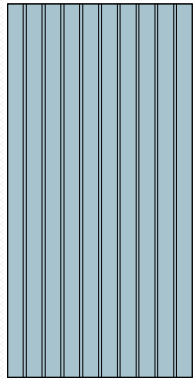
Editorial Special Reports



2019

ADVERTISING OPTIONS

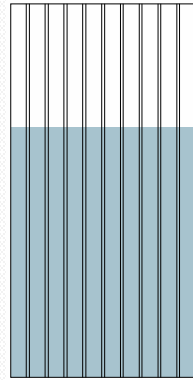
PRINT



FULL PAGE

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

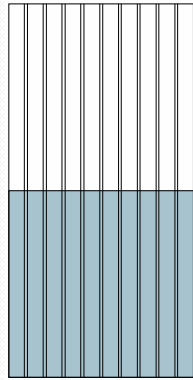
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2/3 page

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

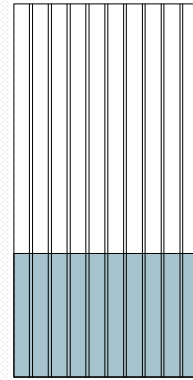
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1/2 page

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

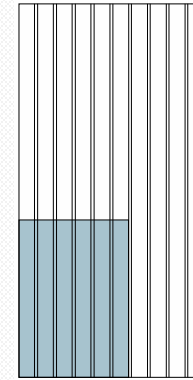
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1/3 page

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

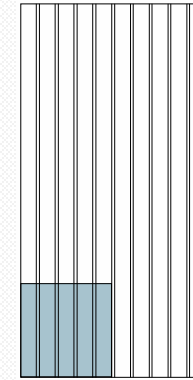
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1/4 page

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

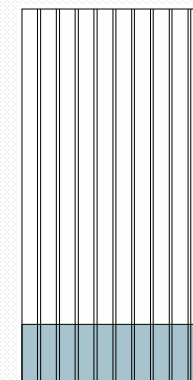
10 columns x 117 agates
5.30" x 8.36"



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.

