



DIGITAL & NEWSPAPER EDITORIAL REPORT

THOMSON REUTERS LIPPER AWARDS 2018

PUBLICATION DATE: November 9

GET INVOLVED BY: October 12

MATERIAL DUE: October 19

CONTEXTUAL PLACEMENT: News, Business

Globe and Mail readers have money to invest. But where? Our special report on The Thomson Reuters Canada Lipper Fund Awards can help you reach these well-informed investors.

Lipper honours investment funds that have excelled in delivering consistently strong risk-adjusted performance relative to their peers. Also, it recognizes fund families with high average scores for all funds within a particular asset class or overall category. The Lipper Fund Awards take place in 20 countries and designate award-winning funds in most individual classifications for the three-, five-, and ten-year periods and fund families with high average scores for the three-year period.

To announce The 2018 Thomson Reuters Canada Lipper Fund Award winners The Globe and Mail will produce a special report on November 9. It will appeal strongly to investment advisors and to individual investors with large portfolios and an avid interest in the best performing funds and fund managers.

ADVERTISING OPTIONS

Editorial special reports are available across digital and newspaper. Each media is offered separately; speak to your Globe and Mail Account Manager for cross-platform packages.

DIGITAL

500,000 impressions

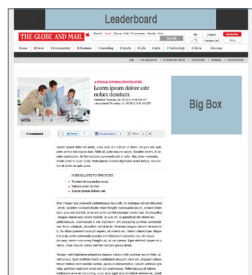
- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
- }
- \$11,500**

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

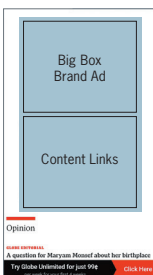
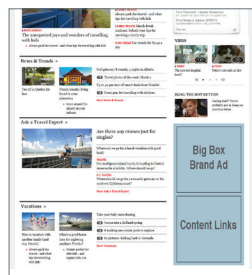
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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.



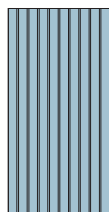
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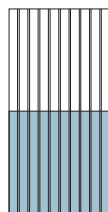
NEWSPAPER

Rate card or contract rates apply.

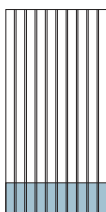
Additional size options available.



FULL PAGE
10 col x 280 ag
8.97" x 20.0"



1/2 PAGE
10 col x 140 ag
8.97" x 10.0"



BANNER
10 col x 47 ag
8.97" x 3.36"

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REACH YOUR MARKET



7.6 MILLION

UVS ON GLOBEANDMAIL.COM
Source: comScore Q2 2018 average Multi-Platform

18.6 MILLION

MONTHLY UNIQUE VISITORS
TO OUR GLOBE ALLIANCE GROUP OF SITES
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



1,730,000

(SATURDAY READERS)
Source: Vividata Spring 2018 National

- Active investors and investment professionals rely on The Globe for their business and investing news. As investors, they are **18% more likely** to seek financial planning and investment advice, and their average investable assets are 23% higher than the average Canadian.

Source: Vividata Spring 2018 National

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