

# RRSP DECISION TIME



**PUBLICATION DATES:** Thursday, February 28, 2019

**GET INVOLVED BY:** Thursday, February 7, 2019

**MATERIAL DUE:** Thursday, February 14, 2019

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

February is the time of year when Canadians sit up and take notice of their retirement plans. In fact, every year most Canadians purchase the majority of their RRSPs in the last ten days of the month. To help readers understand their RRSP options, The Globe and Mail will publish RRSPs – Decision Time, a special report just prior to the contribution deadline. This report will help to inform and educate Globe readers to make sound investment decisions. It's an excellent opportunity for advertising partners to connect with this highly engaged and affluent investing audience.

For additional information, contact

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## REACH YOUR TARGET

ONLINE  
National

**4.3 MILLION**

WEEKLY DIGITAL READERS  
Source: Vividata Fall 2018 National Total readers

Globe Alliance

**18.6 MILLION**

MONTHLY UVs  
Source: comScore Q2 2018 average, multi-platform

PRINT

National Edition

**848,000**

WEEKDAY PRINT READERS

CONNECT WITH MORE PROSPECTS:

- Globe readers have average investable Assets of \$165,000 – 20% more than the average Canadian
- They are 8% more likely to use a financial advisor
- They are 24% more likely to be self-investors

Source: Vividata Fall 2018 readership study National

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

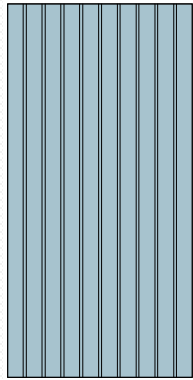
## Editorial Reports



2019

### ADVERTISING OPTIONS

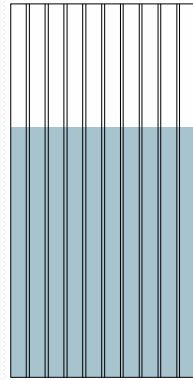
PRINT



**FULL PAGE**

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

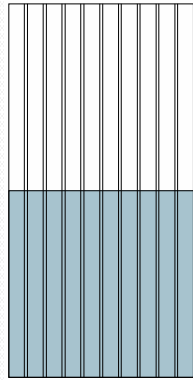
10 columns x 280 agates  
8.97" x 20.0"



**2/3 page**

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

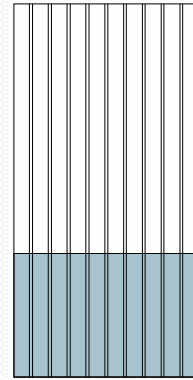
10 columns x 187 agates  
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**1/2 page**

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

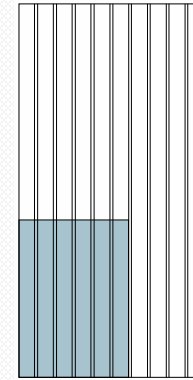
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**1/3 page**

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

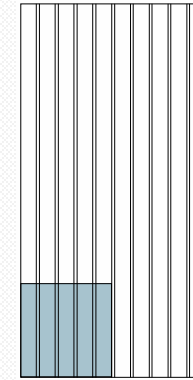
10 columns x 93 agates  
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**1/4 page**

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

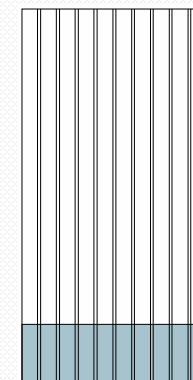
10 columns x 117 agates  
5.30" x 8.36"



**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.

