

RETIREMENT PLANNING



PUBLICATION DATES: Saturdays - January 19, February 16, March 16, April 20, May 11, June 08

GET INVOLVED BY: Fridays - December 28, January 25, February 22, March 29, April 19, May 17

MATERIAL DUE: Fridays - January 04, February 01, March 01, April 05, Friday, April 26, May 24

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Many Canadians are not saving enough for retirement. With the diminishing existence of company pension plans, many need to act quickly. Throughout 2019 The Globe and Mail will publish retirement planning special reports to help Canadians develop the retirement income plan that's right for them. To help readers understand how to best maximize their investment options, the content will focus on financial planning for retirement.

For additional information, contact

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REACH YOUR TARGET

IN PRINT

1,602,000

SATURDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

ONLINE

4.3 MILLION

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

18.6 MILLION

MONTHLY UVS

Source: comScore Q2 2018 average, multi-platform

THE GLOBE AND MAIL
DELIVERS YOUR BEST AUDIENCE:

- 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

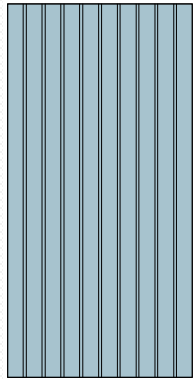
Editorial Reports



2019

ADVERTISING OPTIONS

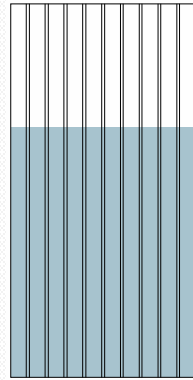
PRINT



FULL PAGE

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

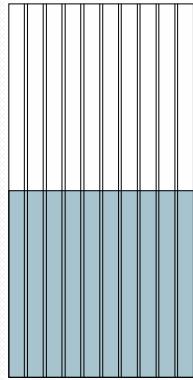
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2/3 page

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

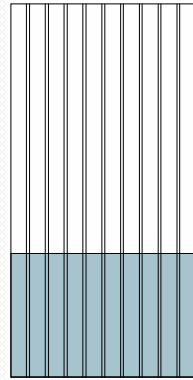
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1/2 page

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

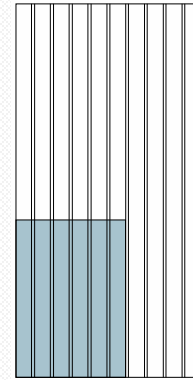
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1/3 page

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

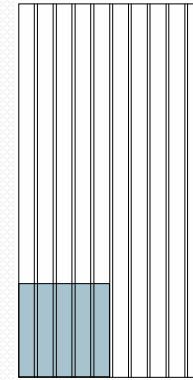
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1/4 page

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

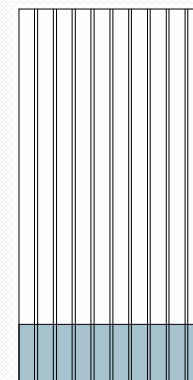
10 columns x 117 agates
5.30" x 8.36"



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.

