

ETFs



PUBLICATION DATES: April 24, May 22, June 19, September 24, October 15, November 19, December 10

GET INVOLVED BY: April 3, May 1, May 29, September 3, September 24, October 29, November 19

MATERIAL DUE: April 10, May 8, June 5, September 10, October 1, November 5, November 26

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

ETFs have become a valuable investment tool for many Canadian investors looking to grow their investment portfolios. To help savvy readers make their next purchase, The Globe and Mail will publish a series of Exchange Traded Funds special reports throughout 2019. With an index of 157% for ETF ownership compared to the average Canadian, Globe and Mail readers are much more likely to invest in these products. Don't miss the chance to deliver your message to this highly influential audience.

For additional information, contact

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REACH YOUR TARGET...

ONLINE

Globeandmail.com

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

848,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE...

Globe readers have average investable assets of \$165,000 – 20% more than the average Canadian

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

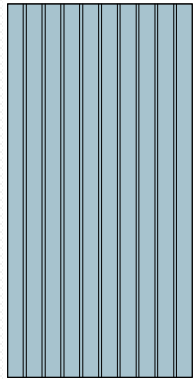
Editorial Reports



2019

ADVERTISING OPTIONS

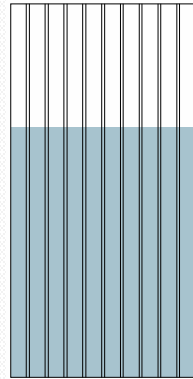
PRINT



FULL PAGE

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

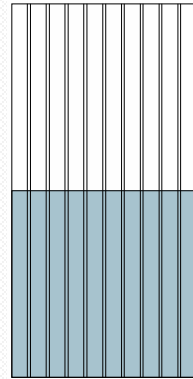
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2/3 page

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

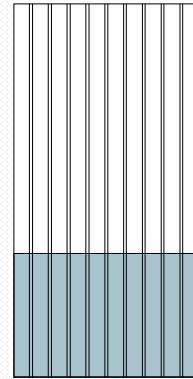
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1/2 page

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

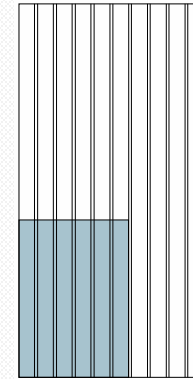
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1/3 page

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

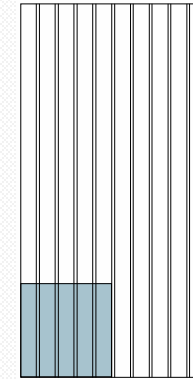
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1/4 page

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

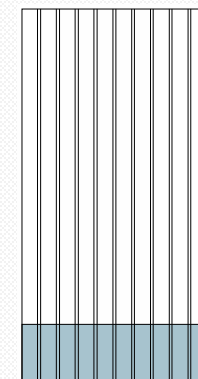
10 columns x 117 agates
5.30" x 8.36"



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.

