

ETHICAL INVESTING



PUBLICATION DATES: Friday, June 28
Friday, October 25

GET INVOLVED BY: Thursday, May 9
Thursday, September 5

MATERIAL DUE: Thursday, May 31
Thursday, September 26

INVESTMENT: Sponsor content or contract rates apply

Ethical investing takes into account how socially responsible a company is when considering its inclusion in an investment portfolio. The suitability criteria that investors use can vary widely depending upon their priorities in areas such as environmental practices, community relations and equal opportunities. This ROB magazine special feature on Ethical Investing will focus on a variety of opportunities and the rationale for inclusion in a portfolio.

For additional information, contact
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REACH YOUR TARGET

IN PRINT
Globeandmail.com

4.3 Million

WEEKLY DIGITAL READERS
Source: Vividata Fall 2018 National Total readers

In Report on Business magazine...

969,000

PRINT READERS

1,637,000

PRINT AND DIGITAL EDITIONS
Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL
DELIVERS YOUR BEST AUDIENCE:

- ROB readers are 1.8 times more likely to be investing online
- 1.2 million readers feel that it is important that a company act ethically
- 932,000 readers are prepared to make compromises to benefit the environment

Source: Vividata Fall 2018 Readership Study National A18+ ROB magazine Print & Digital 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

Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Sponsor Content Features are offered as bundled advertising packages across print and digital media.

PRINT

YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/or client approved content. Additional investment applicable for client approved content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space

DIGITAL

- IMPRESSIONS delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

	NATIONAL
FULL PAGE	\$28,000
DPS	\$46,500
½ PAGE	\$19,000
½ PAGE DPS	\$28,000

PRINT PLACEMENT SUBJECT TO AVAILABILITY. ALL ABOVE RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP AND MOBILE WEB.

IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS ACROSS GLOBEANDMAIL.COM. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your
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