

INVESTMENT STRATEGIES AND ADVICE



PUBLICATION DATES: Fridays - January 25, October 25
GET INVOLVED BY: Fridays - November 29, September 6
MATERIAL DUE: Thursdays - December 20, December 26

INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

ROB magazine readers are among Canada's savviest investors and highest income earners, with above average investment portfolios. It's standard practice for them to seek advice from professionals on how to protect and grow their investments to ensure prosperous lifestyles now and in the future. To reach these affluent readers, we will produce two special features focusing on investment strategies and advice.

For additional information, contact
KEITH RYDER, Special Reports Associate kryder@globeandmail.com

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 have average investable assets of \$243,625. – 76% more than the average Canadian
- They are 25% more likely to use a financial advisor
- They are 77% 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

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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