

MANAGING YOUR WEALTH



PUBLICATION DATES:

April 27, May 16, May 25, June 22, September 21, October 19,
November 23, December 7, 2019

GET INVOLVED BY:

April 5, April 25, May 3, May 31, August 30, September 27,
November 1, November 15

MATERIAL DUE:

April 12, May 2, May 10, June 7, September 6, October 4,
November 8, November 22

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

In a global, rollercoaster economy and record bull market, managing your wealth intelligently, proactively and successfully is a necessity. To help our readers manage their retirement portfolio, The Globe and Mail is producing a Managing Your Wealth series of special reports in 2019. Our wealth management guidance and strategies will give Boomers, Gen X and Millennial investors the tools they need to grow and protect their wealth as economies and assets continually change.

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

1,602,000

SATURDAY PRINT READERS
Source: Vividata Fall 2018 National Total 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

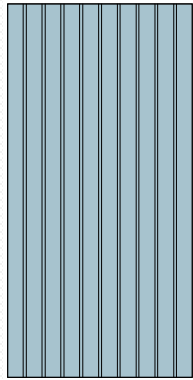
Editorial Reports



2019

ADVERTISING OPTIONS

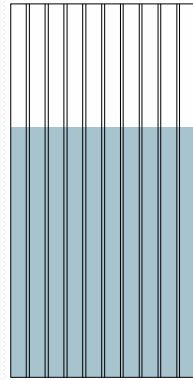
PRINT



FULL PAGE

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

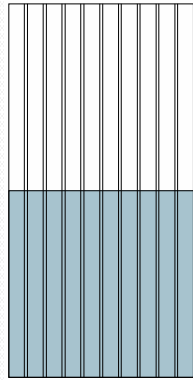
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2/3 page

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

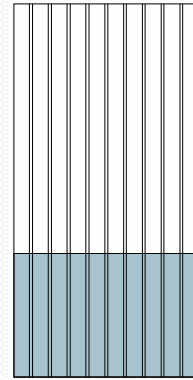
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1/2 page

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

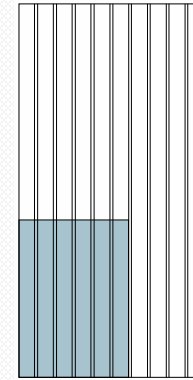
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1/3 page

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

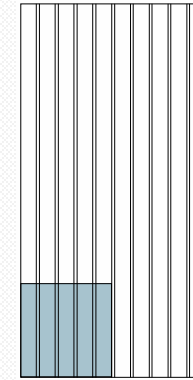
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1/4 page

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

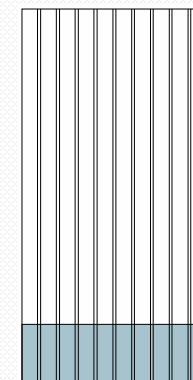
10 columns x 117 agates
5.30" x 8.36"



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.

