

# MANAGING YOUR WEALTH



## PUBLICATION DATES:

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

## GET INVOLVED BY:

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

## MATERIAL DUE:

April 12, May 9, May 10, June 7, September 6, October 7,  
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

**KEITH RYDER**, Special Reports Associate [kryder@globeandmail.com](mailto:kryder@globeandmail.com)

## 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

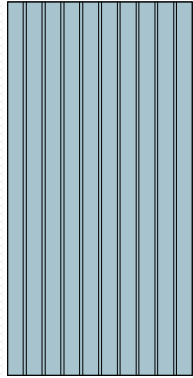
## Editorial Reports



2019

### ADVERTISING OPTIONS

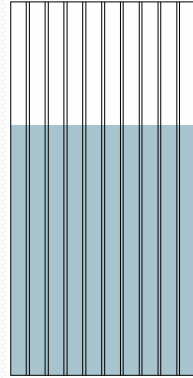
PRINT



**FULL PAGE**

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

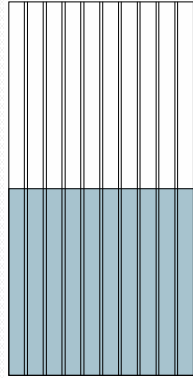
10 columns x 280 agates  
8.97" x 20.0"



**2/3 page**

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

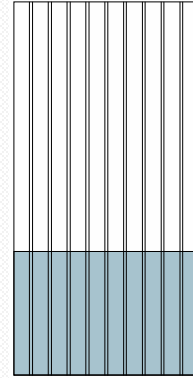
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**1/2 page**

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

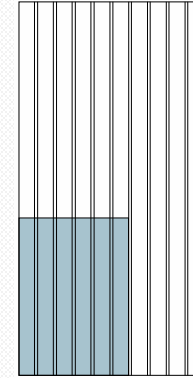
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**1/3 page**

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

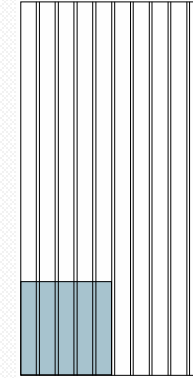
10 columns x 93 agates  
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**1/4 page**

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

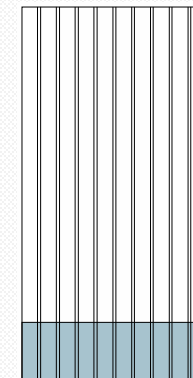
10 columns x 117 agates  
5.30" x 8.36"



**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.

