

ETFs



Issue	Ad Close	Material Deadline
January 16 2020	December 19 2019	December 26 2019
February 13 2020	January 16 2020	January 23 2020
March 12 2020	February 13 2020	February 20 2020
April 16 2020	March 19 2020	March 26 2020
May 14 2020	April 23 2020	April 30 2020
June 11 2020	May 21 2020	May 28 2020
July 23 2020	July 2 2020	July 9 2020
August 20 2020	July 30 2020	August 6 2020
September 24 2020	September 3 2020	September 10 2020
October 29 2020	October 8 2020	October 15 2020
November 26 2020	November 5 2020	November 12 2020
December 10 2020	November 19 2020	November 26 2020

Note: all above are Thursday dates

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 2020. 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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GLOBE AND MAIL EDITORIAL REPORTS

ARE TURNKEY CONTENT ADJACENCY
SOLUTIONS THAT PROVIDE STRONG
CONNECTION BETWEEN ADVERTISER
AND READER

REACH YOUR TARGET

ONLINE: National
Globeandmail.com
4.6 MILLION

WEEKLY DIGITAL READERS
Source: Vividata Fall 2019 National Total

Globe Alliance
20.2 MILLION

MONTHLY UVS
Source: comScore Q2 2019 average, multi-platform

PRINT: National Edition
899,000

WEEKDAY PRINT READERS

1,666,000

SATURDAY PRINT READERS
Source: Vividata Spring 2019 National Total readers

ACHIEVE POWERFUL 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

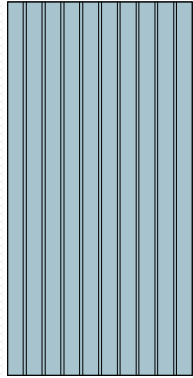
Editorial Special Reports



2020

ADVERTISING OPTIONS

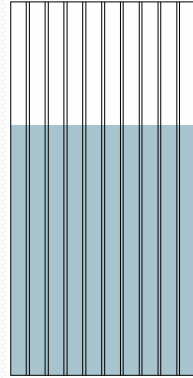
PRINT



FULL PAGE

National (net)
\$27,900
Metro (net)
\$21,800

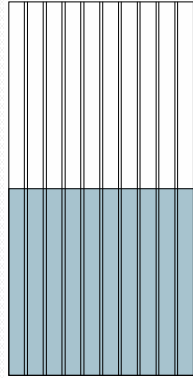
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8.97" x 20.0"



2/3 page

National (net)
\$21,000
Metro (net)
\$16,300

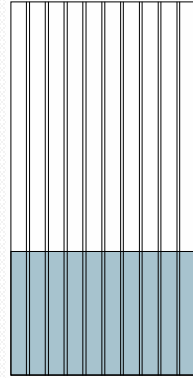
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1/2 page

National (net)
\$17,500
Metro (net)
\$13,500

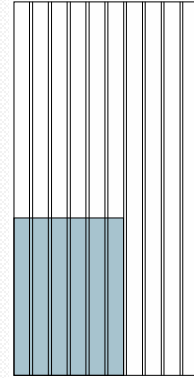
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1/3 page

National (net)
\$12,600
Metro (net)
\$9,700

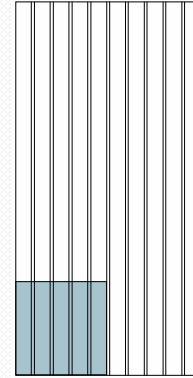
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1/4 page

National (net)
\$12,500
Metro (net)
\$8,300

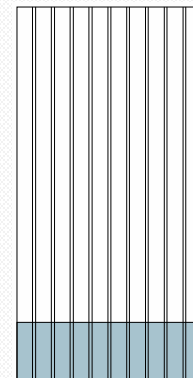
10 columns x 117 agates
5.30" x 8.36"



1/8 page

National (net)
\$8,300
Metro (net)
\$6,200

6 columns x 58 agates
5.30" x 4.14"



BANNER

National (net)
\$9,100
Metro (net)
\$6,900

10 columns x 47 agates
8.97" x 3.36"

DIGITAL

500,000 impressions

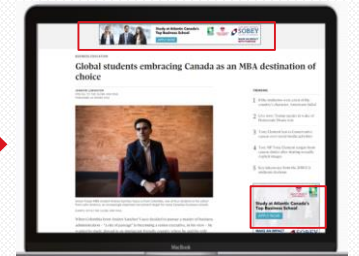
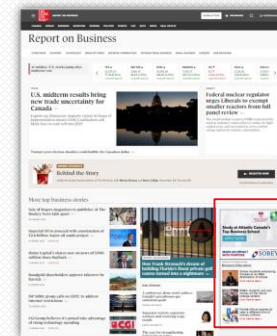
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$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.



AUDIENCE ENGAGEMENT UNITS

ARTICLES WITH ADJACENT ADS

Note: All rates are net, agency fees are additional

