

2020 NATIONAL
INTEGRATED
CONTENT FEATURE

REPORT ON
BUSINESS MAGAZINE
AND DIGITAL

ESTATE PLANNING

PUBLICATION DATES: Saturday, November 28, 2020

GET INVOLVED BY: Tuesday, October 6, 2020

MATERIAL DUE: Tuesday, October 27, 2020

INVESTMENT: INTEGRATED CONTENT FEATURE OR CONTRACT RATES APPLY

Over the next two decades more than \$1 trillion worth of assets will be passed down from one generation to the next. Many Canadians are searching for advice on how to best ensure their beneficiaries get the assets intended for them. This year in the December issue of Report on Business magazine, readers will be able to learn more about how to ensure a smooth transition of wealth. Estate Planning is a special content feature for Canadians engaged with their families and financial planners, to learn more about planning the passage of their assets. It's also an ideal environment for advertisers to connect with these readers. Speak with your Globe and Mail account manager to learn more about this marketing opportunity.



INTEGRATED CONTENT FEATURES
ARE TURNKEY ADVERTORIAL
SOLUTIONS. PARTICIPATING
ADVERTISERS CAN BE
MENTIONED/QUOTED WITHIN CONTENT
SPACE.

.....
REACH YOUR TARGET

PRINT

Report on Business magazine

1,034,000

PRINT READERS PER ISSUE

1,817,000

PRINT AND DIGITAL READERS PER ISSUE

Source: Vividata Spring 2019, National Total

ONLINE

The Globe and Mail

4,600,000

WEEKLY DIGITAL READERS

Source: Vividata Spring, 2019 National Total

**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

THE
GLOBE
AND
MAIL
Media
Group

THE
GLOBE
AND
MAIL
REPORT ON BUSINESS
THE MAGAZINE FOR LEADERS

For additional information, contact

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Integrated Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Integrated 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 sponsor content.
- Additional investment applicable for client sponsor 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.
- These impressions will appear ROS across the Globe and Mail site
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- INTEGRATED AND SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

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

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

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

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS

RATES ARE NET, AGENCY FEES ARE ADDITIONAL

For more information, please contact your
Globe and Mail Account Manager