

MANAGING YOUR WEALTH



Issue Date

January 18 2020
February 15 2020
March 21 2020
May 16 2020
June 13 2020
July 11 2020
August 8 2020
September 12 2020
October 31 2020
November 14 2020
December 12 2020

Ad Close

December 27 2019
January 17 2020
February 28 2020
April 24 2020
May 22 2020
June 19 2020
July 17 2020
August 21 2020
October 9 2020
October 23 2020
November 20 2020

Material Deadline

January 3 2020
January 31 2020
March 6 2020
May 1 2020
May 29 2020
June 26 2020
July 24 2020
August 28 2020
October 16 2020
October 30 2020
November 27 2020

Note: all above issue
dates are Saturdays

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 2020. 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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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

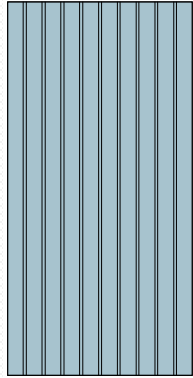
Editorial Special Reports



2020

ADVERTISING OPTIONS

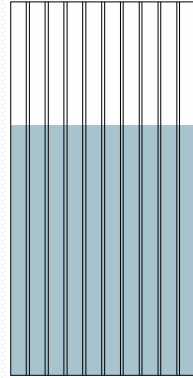
PRINT



FULL PAGE

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

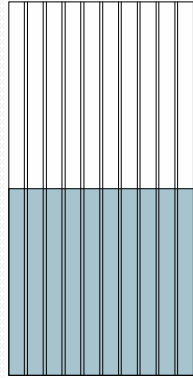
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8.97" x 20.0"



2/3 page

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

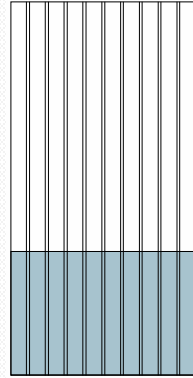
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8.97" x 13.36"



1/2 page

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

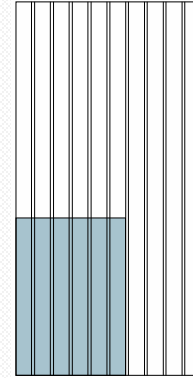
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1/3 page

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

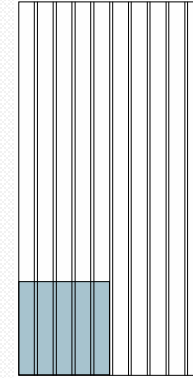
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8.97" x 6.64"



1/4 page

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

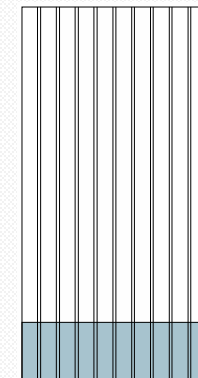
10 columns x 117 agates
5.30" x 8.36"



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

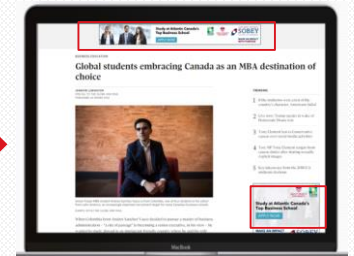
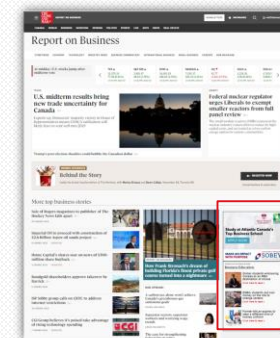
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$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