

# RETIREMENT PLANNING



## Issue Date

January 25 2020  
February 22 2020  
March 28 2020  
April 25 2020  
May 23 2020  
June 20 2020  
July 18 2020  
August 15 2020  
September 19 2020  
October 24 2020  
November 21 2020  
December 19 2020

## Ad Close

January 3 2020  
January 31 2020  
March 6 2020  
April 3 2020  
May 1 2020  
May 29 2020  
June 26 2020  
July 24 2020  
August 28 2020  
October 2 2020  
October 30 2020  
November 27 2020

## Material Deadline

January 10 2020  
February 7 2020  
March 13 2020  
April 10 2020  
May 8 2020  
June 5 2020  
July 3 2020  
July 31 2020  
September 4 2020  
October 9 2020  
November 6 2020  
December 4 2020

Note: all above publishing dates are Saturdays

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Many Canadians are not saving enough for their golden years. With the diminishing existence of company pension plans, they need to act quickly. Throughout 2020 The Globe and Mail will publish special reports to help Canadians develop post-employment income plans that are right for them. With the focus on financial planning Globe and Mail readers will understand how to best maximize investment options, well preparing them for a comfortable retirement.

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

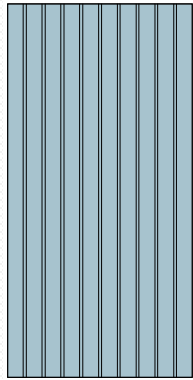
## Editorial Special Reports



2020

### ADVERTISING OPTIONS

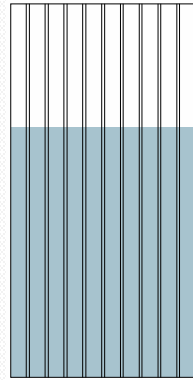
PRINT



**FULL PAGE**

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

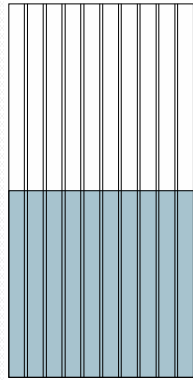
10 columns x 280 agates  
8.97" x 20.0"



**2/3 page**

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

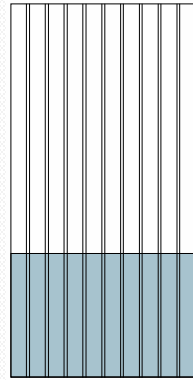
10 columns x 187 agates  
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**1/2 page**

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

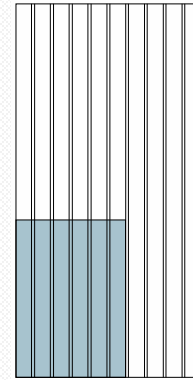
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8.97" x 10"



**1/3 page**

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

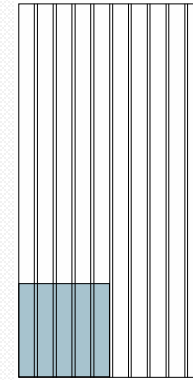
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**1/4 page**

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

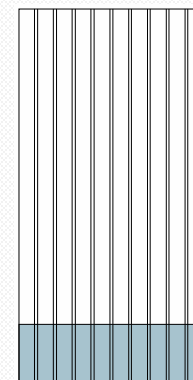
10 columns x 117 agates  
5.30" x 8.36"



**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

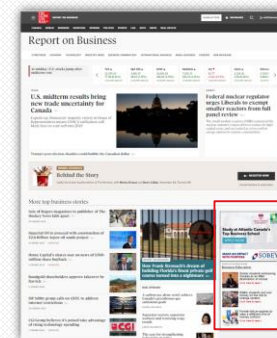
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$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