

Family Finances



PUBLICATION DATES: Fridays July 24, 31, August 7, 14, 21, 28, 2020

GET INVOLVED BY: Friday, June 26, 2020

MATERIAL DUE: Friday, July 17, 2020

INVESTMENT: Special report or contract rates apply

In the same way that each family is different, so too are the financial life stages they face. In this special editorial series, our expert personal finance journalists will explore the key financial issues that impact families across their life stages.

From getting married to having a baby, growing older and planning for retirement, this series will present practical guidance and advice for Canadian families to resolve money issues and plan for a prosperous future.

To learn more about how to advertise in this special opportunity, please reach out to your Globe and Mail advertising representative today.

For additional information, contact
Keith Ryder, Special Reports Associate kryder@globeandmail.com

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

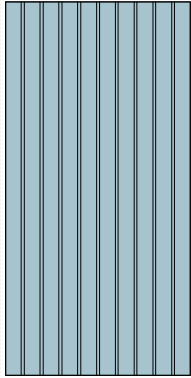
Editorial Special Reports - National



2020

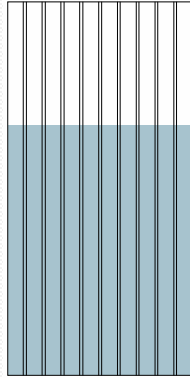
ADVERTISING OPTIONS

PRINT



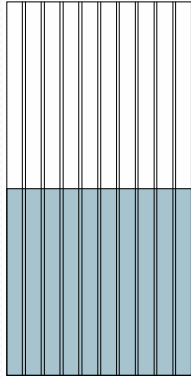
FULL PAGE

National (net)
\$27,900
10 columns x 280 agates
8.97" x 20.0"



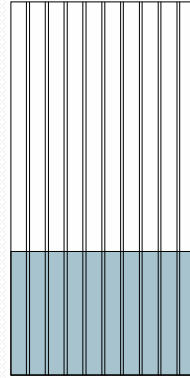
2/3 page

National (net)
\$21,000
10 columns x 187 agates
8.97" x 13.36"



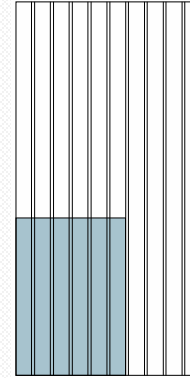
1/2 page

National (net)
\$17,500
10 columns x 140 agates
8.97" x 10"



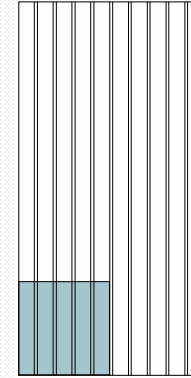
1/3 page

National (net)
\$12,600
10 columns x 93 agates
8.97" x 6.64"



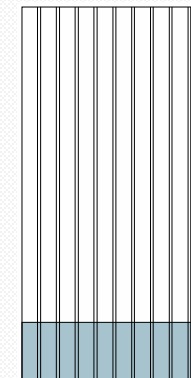
1/4 page

National (net)
\$12,500
10 columns x 117 agates
5.30" x 8.36"



1/8 page

National (net)
\$8,300
6 columns x 58 agates
5.30" x 4.14"



BANNER

National (net)
\$9,100
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.

Note: agency fees are not included in above print and digital rates

