

MANAGING YOUR WEALTH



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.

PUBLICATION DATES: November 2nd, 13th and December 11th, 2020

GET INVOLVED BY: October 19th, 30th and November 27th, 2020

MATERIAL DUE: October 26th, November 6th and December 4th, 2020

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

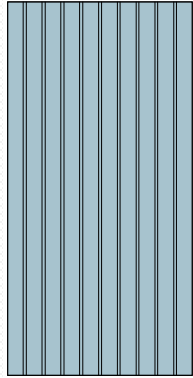
Editorial Special Reports



2020

ADVERTISING OPTIONS

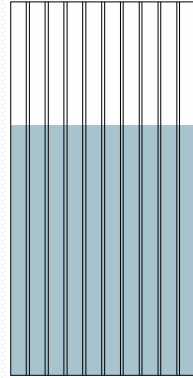
PRINT



FULL PAGE

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

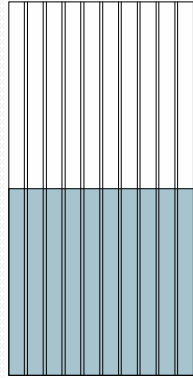
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8.97" x 20.0"



2/3 page

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

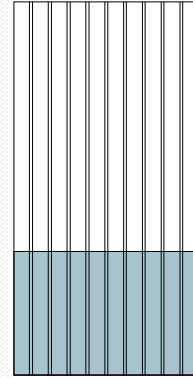
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1/2 page

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

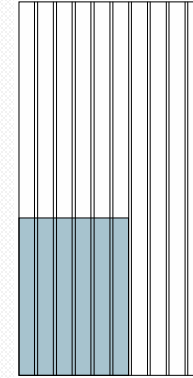
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1/3 page

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

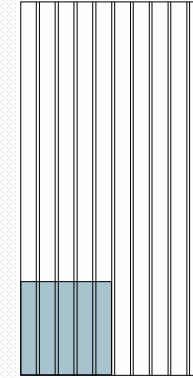
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1/4 page

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

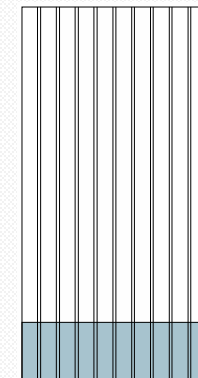
10 columns x 117 agates
5.30" x 8.36"



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

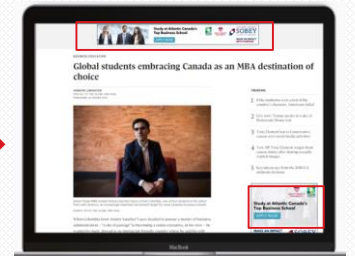
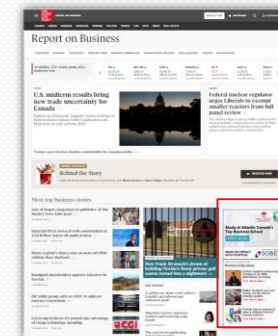
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$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