

DIY INVESTING

PUBLICATION DATES: Wednesday, September 23,
Wednesday, October 21, Tuesday, November 17

GET INVOLVED BY: Wednesday, September 2, Wednesday,
September 30, Wednesday, October 28

MATERIAL DUE: **Wednesday**, September 9, Wednesday
October 7, Wednesday, November 4

INVESTMENT: Special report/contract rates apply

With continued turmoil in the markets, more and more investors are managing their own portfolios or considering doing so. To help Canadians take control of their financial futures, The Globe and Mail will publish a series of DIY Investing special reports. With the focus on DIY investing methods, readers will learn how to create a financial plan, how to define asset allocations, and how to pick stocks and/or ETFs.

It's an ideal advertising environment for marketers looking to connect with these consumers. Speak to your Globe and Mail account manager to learn more.

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

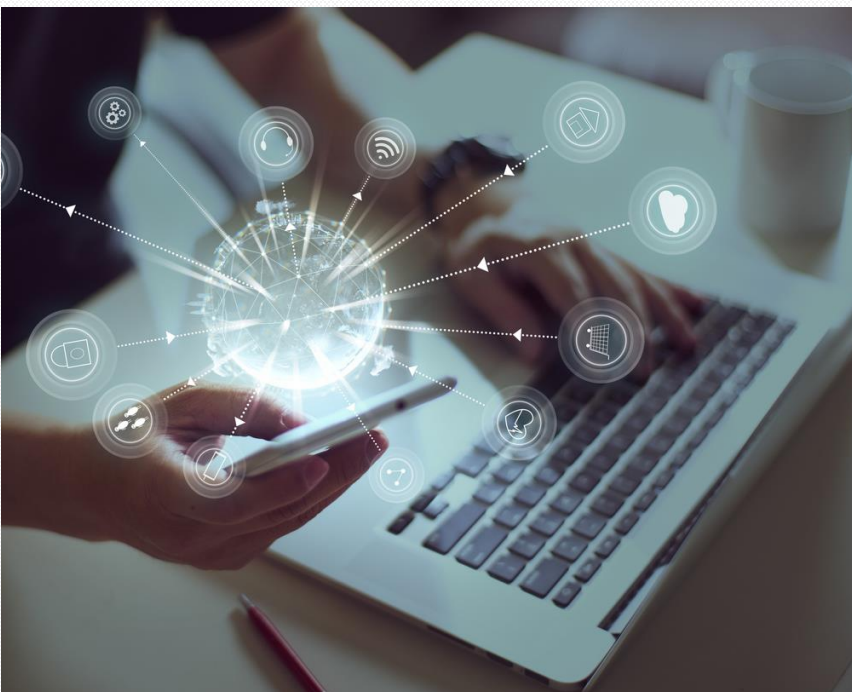
SATURDAY PRINT READERS
Source: Vividata Spring 2019 National Total readers

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



Advertising Rates (National, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF ½ PAGE, 1 FULL PAGE OR TWO FACING PAGES (DPS). Advertising space can consist of brand ad and/or client approved content.

DIGITAL

- 400,000 IMPRESSIONS delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

PRINT + DIGITAL BUNDLED INVESTMENT

½ PAGE (eg. ¼ page ad + ¼ page client approved content) + DIGITAL	\$19,900
FULL PAGE (eg. ½ page ad + ½ page client approved content) + DIGITAL	\$29,900
DPS (eg. 1 full page ad + 1 page client approved content) + DIGITAL	\$39,900

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB. IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS ACROSS GLOBEANDMAIL.COM. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

Option “B”- Print Only

PRINT INVESTMENT

½ PAGE (eg. ¼ page ad + ¼ page client approved content)	\$14,300
FULL PAGE (eg. ½ page ad + ½ page client approved content)	\$24,300
DPS (eg. 1 full page ad + 1 page client approved content)	\$36,400

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

500,000 impressions - co-branded audience engagement units

- Delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to article(s).
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- One-month delivery on all impressions, subject to availability and seasonal adjustments.

DIGITAL ONLY INVESTMENT - \$11,500

