

DIY Investing

SPONSORSHIP/ADVERTISING COMMITMENT: October 28
MATERIAL DUE: November 4
EDITORIAL REPORT PUBLICATION DATE: Tuesday, November 17
EDITORIAL WEBCAST EVENT DATE: Wednesday, December 9 (date subject to adjustment)

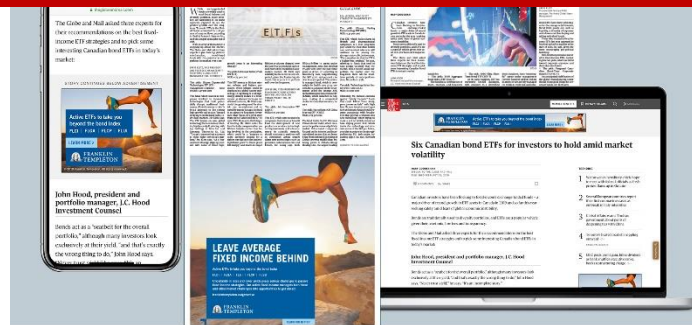


With continued turmoil in the markets, more and more investors are managing their own portfolios or considering doing so. To help Canadians take control of their financial futures, The Globe and Mail will publish DIY Investing. With the focus on self-directed methods, readers will learn how to create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

For complete information, please contact:

Keith Ryder kryder@globeandmail.com
Special Reports Associate

Jackie Kivi jkivi@globeandmail.com
Account Manager, Corporate Partnerships, Events



Editorial Reports

Turnkey content marketing solutions that deliver valuable connections to ideal print and digital audiences.



Editorial webcasts

Connect with decision makers through authentic conversations about today's most pressing issues.



Print

Reach valuable audiences across Canada in our trusted and high-recall editorial reports. It's unbeatable brand alignment.

Globe and Mail National Edition

916,000 weekday readers

Source: Vividata Spring 2020 National, A14+



Digital

Engage and drive response from desirable consumers through the effectiveness of Globe and Mail digital platforms.

9,300,000 monthly Unique Visitors

Source: Comscore Media Metrix Multi-Platform, Q1 avg 2020

35% higher reader time

Over 2 minutes on Editorial Report articles vs. GAM site average

3x higher CTR on ads next to content vs. GAM site and Canadian average

Source: Omniture, Doubleclick



Webcasts

Connect directly with the audiences that matter in our live and interactive editorial webcast opportunities.

Globe Webcasts

45 mins discussion + 15 mins Q&A

Average attendee duration: 50 mins

Average number of registrants: 500

Average number of attendees: 300

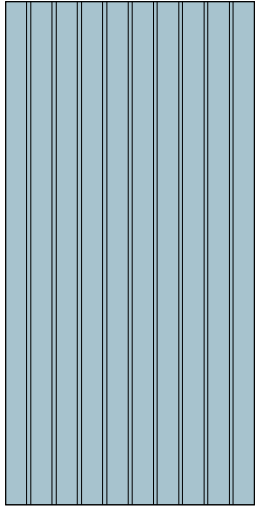
Average rating in post-event survey: 6 out of a 7 point scale

(Source: Globe and Mail internal data)

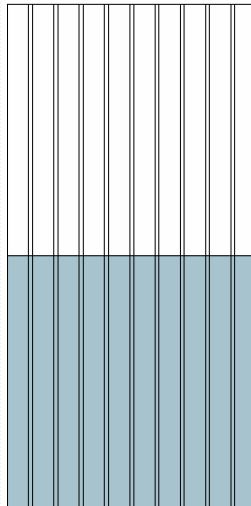
Deliver big marketing impact through Globe and Mail editorial reports

NEWSPAPER (National)

Your choice of ad sizes:



Full page
\$24,300 net



½ page
\$14,300 net

DIGITAL (National)

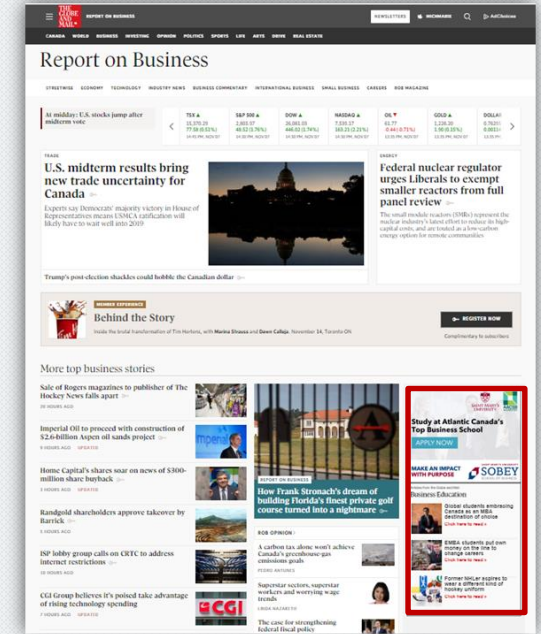
TRAFFIC DRIVER IMPRESSIONS

- 450,000 co-branded content drivers on Globe and Mail - 300x600, ROS placement, multi-platform as available.
- 750,000 (estimated) co-branded content drivers on Globe Alliance and extended network sites - 300x600, CPC managed performance driving to editorial content.

BRANDING ADJACENT TO CONTENT

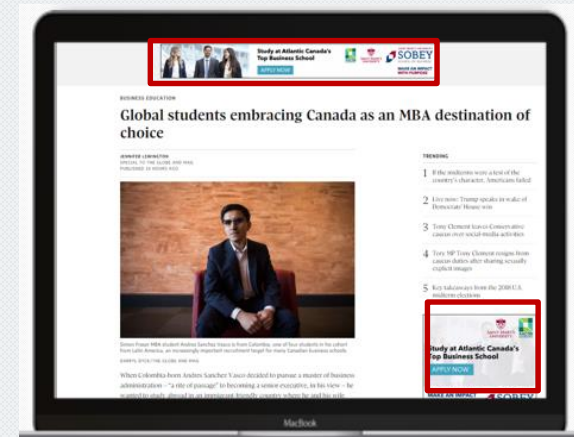
- 16,000 guaranteed brand ad impressions
300x250 + 728x90 in Roadblock

\$12,000 net



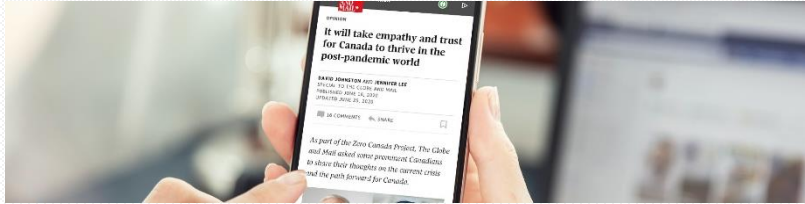
Brand ads next to content ▼

Traffic driver ads ▲



Connect to leaders and influencers through The Globe's editorial webcast sponsorship

Globe and Mail editorial webcasts are exclusive opportunities for your brand to connect directly with customers, through topics that are critical to their lives and businesses.



Pre-event marketing

High impact event promotion

Sponsor receives “sponsored by” branding elements across:

- 2x event promotion print ads in The Globe newspaper to drive audience acquisition – 1.8 million impressions
- Event promotion ads on globeandmail.com
- 2x targeted emails to relevant Globe subscriber lists
- Organic social posts on Globe and Mail Events channels

Attracting the ideal audience

- Email invitation to influencers and policy makers identified by Globe editorial
- Option to send invites to your client base



The event

Engaging 60-minute editorial webcast

Hosted by The Globe and Mail and recorded for post event viewing

- 45min panel discussion + 15min Q&A
- Branded Integration: “sponsored by” branding elements
- Speaker integration opportunity (pending editorial approval)



Post-event marketing

Continues to amplify the topic-sponsor connection

- Webcast link hosted on Globe and Mail Events page and provided to the sponsor to post on their site for a limited time.
- Highlights article produced for The Globe website, appearing on Globe and Mail Events page
- Post-event thank you email to attendees, including link to the webcast, highlights article on globeandmail.com/events, a 50-word promotional message from sponsor and link to sponsor website
- Promotional driver to webcast link posted on Globe and Mail Events page

Investment: \$30,000



Don't miss your sponsorship opportunity

EDITORIAL REPORT PRINT & DIGITAL

- 1x Full page brand ad within the editorial report – 916,000 impressions
- 16,000 Guaranteed brand ad impressions adjacent editorial report
- 450,000 Co-branded content drivers on Globe and Mail
- 750,000 (est.) Co-branded content drivers on Globe Alliance/extended network sites

WEBCAST & RECRUITMENT – SPONSOR EXCLUSIVITY

Sponsor receives “sponsored by” branding elements across:

- 1x Webcast hosted by Globe and Mail with a recorded version for post-event viewing
 - Speaker integration opportunity (pending editorial approval)
- 2x Event promotion print ads in The Globe and Mail newspaper – 1.8 million impressions
- Event promotion ads on globeandmail.com
- 2x Targeted emails to relevant Globe lists
- Email invitation to influencers and policy makers identified by Globe editorial
- Organic social posts on Globe Events channels

POST WEBCAST AMPLIFICATION

- Thank you email to registrants includes sponsor logo plus message from sponsor
- Sponsor logo inclusion on promotional drivers to webcast link posted on Globe Events page
- Sponsor can post webcast link on their site for a limited time

Total program media value: \$105,000

Your bundled program investment: \$60,000