

RRSPs – DECISION TIME

Advertising Commitment	Material Deadline	Print/Digital Publication Date
February 8, 2021	February 15, 2021	Monday, March 1, 2021

INVESTMENT: EDITORIAL SPECIAL REPORT OR CONTRACT RATES APPLY

February is the time of year when Canadians sit up and take notice of their retirement plans. In fact, most Canadians purchase the majority of their RRSPs in the last ten days of the month.

To help readers understand their RRSP options, The Globe will publish the *RRSPs – Decision Time* special report just prior to the contribution deadline. This report will deliver trusted, informative advice to help Globe readers make sound investment decisions. Don't miss this essential opportunity to connect with our highly engaged and affluent investing audience.

For additional information, contact

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EDITORIAL SPECIAL REPORTS
ARE TURNKEY CONTENT ADJACENCY
SOLUTIONS THAT PROVIDE STRONG
CONNECTION BETWEEN ADVERTISER AND
READER

REACH YOUR TARGET

PRINT: National Edition
923,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2020, National, A14+

ONLINE: National
7.5 MILLION MONTHLY UVs

Source: Comscore Media Metrix Multi
Platform, Jul-Sep 2020 (Q3) Average

WITH POWERFUL INTERACTIVITY 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

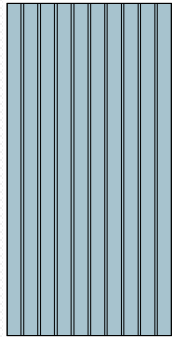
Editorial Special Reports (National)



2021

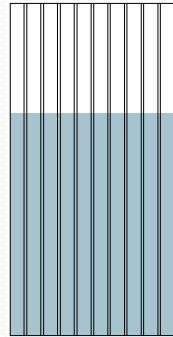
ADVERTISING OPTIONS

PRINT



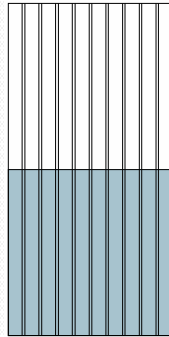
FULL PAGE

National (net)
\$24,300
10 columns x 280 agates
8.97" x 20.0"



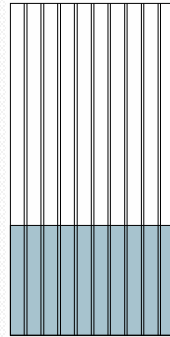
2/3 page

National (net)
\$20,250
10 columns x 187 agates
8.97" x 13.36"



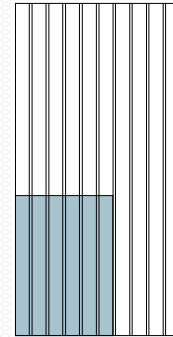
1/2 page

National (net)
\$14,300
10 columns x 140 agates
8.97" x 10"



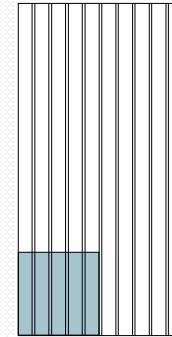
1/3 page

National (net)
\$10,125
10 columns x 93 agates
8.97" x 6.64"



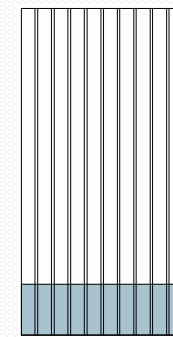
1/4 page

National (net)
\$7,500
6 columns x 117 agates
5.30" x 8.36"



1/8 page

National (net)
\$4,700
5 columns x 58 agates
5.30" x 4.14"



BANNER

National (net)
\$5,100
10 columns x 47 agates
8.97" x 3.36"

DIGITAL

TRAFFIC DRIVER IMPRESSIONS

450,000 co-branded content drivers on Globe and Mail

300 x 600, ROS placement, multi-platform as available.

750,000 (estimated) co-branded content drivers on Globe Alliance and extended network

300 x 600, CPC managed performance driving to editorial content.

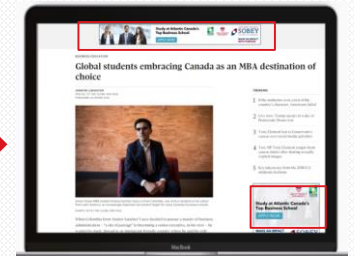
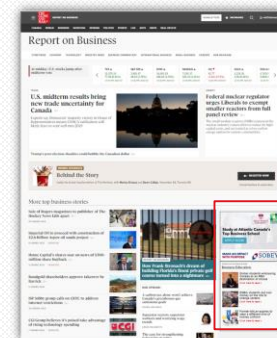
BRANDING ADJACENT TO CONTENT

16,000 guaranteed brand ad impressions

300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.
Post-campaign reporting on selected analytics.

← **\$12,000 (net)**



Audience Engagement Units

Articles with adjacent ads