

# DIY INVESTING



**INVESTMENT:** SPECIAL REPORT/CONTRACT RATES APPLY

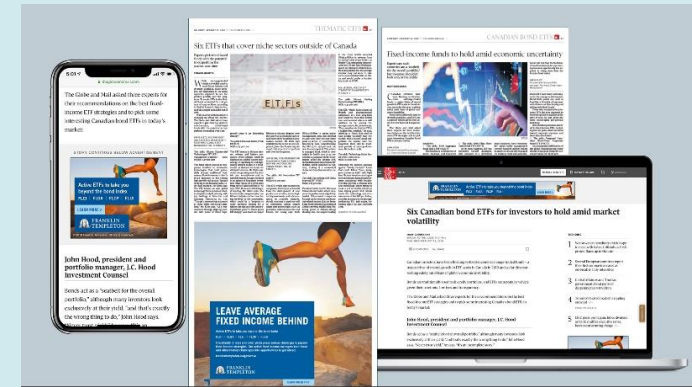
More than ever, investors are managing their own portfolios or considering doing so. It certainly is a challenge for many to recognize trends and to stay on top of the market.

Many new tools and products have been recently introduced and Canadians want to know which ones are right for them.

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 additional information, contact **KEITH RYDER**,  
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**EDITORIAL SPECIAL REPORTS**  
ARE TURNKEY CONTENT  
ADJACENCY SOLUTIONS THAT  
PROVIDE STRONG CONNECTION  
BETWEEN ADVERTISER AND  
READER.



**PRINT: National Edition**  
714,000 WEEKDAY  
PRINT READERS

Source: Vividata Fall 2021, National, A14+

**PRINT/DIGITAL: National Edition**  
6,367,000 WEEKLY  
PRINT/DIGITAL READERS

Source: Vividata Fall 2021, National, A14+

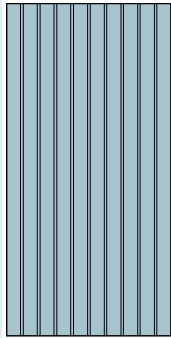
**Sponsor content on digital and print  
platforms is available. Ask your  
account manager for more details.**

# DIY INVESTING 2022 SCHEDULE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
December 2, 2021	December 23, 2021	December 30, 2021	Thursday, January 13, 2022
January 13, 2022	February 3, 2022	February 10, 2022	Thursday, February 24, 2022
February 17, 2022	March 10, 2022	March 17, 2022	Thursday, March 31, 2022
March 17, 2022	April 7, 2022	April 14, 2022	Thursday, April 28, 2022
April 14, 2022	May 5, 2022	May 12, 2022	Thursday, May 26, 2022
May 12, 2022	June 2, 2022	June 9, 2022	Thursday, June 23, 2022
June 9, 2022	June 30, 2022	July 7, 2022	Thursday, July 21, 2022
July 14, 2022	August 4, 2022	August 11, 2022	Thursday, August 25, 2022
August 18, 2022	September 8, 2022	September 15, 2022	Thursday, September 29, 2022
September 15, 2022	October 6, 2022	October 13, 2022	Thursday, October 27, 2022
October 13, 2022	November 3, 2022	November 10, 2022	Thursday, November 24, 2022
November 17, 2022	December 8, 2022	December 15, 2022	Thursday, December 29, 2022

# Editorial Special Reports (National) – Advertising Rates

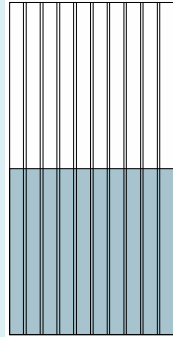
PRINT



FULL PAGE

National (net)  
\$24,300

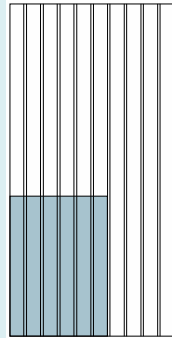
10 columns x 280 agates  
8.97" x 20.0"



1/2 page

National (net)  
\$14,300

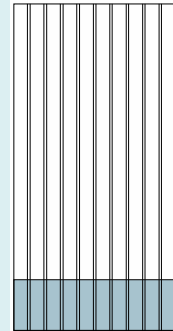
10 columns x 140 agates  
8.97" x 10"



1/4 page

National (net)  
\$7,500

6 columns x 117 agates  
5.30" x 8.36"



BANNER

National (net)  
\$5,100

10 columns x 47 agates  
8.97" x 3.36"

EVENT

## GLOBE BRANDED EVENTS - EXCLUSIVE SPONSORSHIP

60-minute webcast, hosted by The Globe and recorded for post event viewing

Developed to align with this report's theme

Includes:

- High impact pre-event promotion across print, email, social channels
- Speaker integration opportunities (pending editorial approval) and "sponsored by" branding elements
- Post-event marketing to amplify topic-sponsor connection

**35,000 (net)**

DIGITAL

### TRAFFIC DRIVER IMPRESSIONS

#### Globe and Mail

(300,000x) 300 x 600, ROS placement, multi-platform as available.

#### Globe Alliance and extended network

(200,000x) 300 x 600+300x250, Advanced contextual targeting

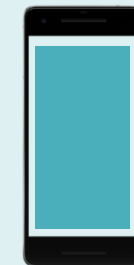
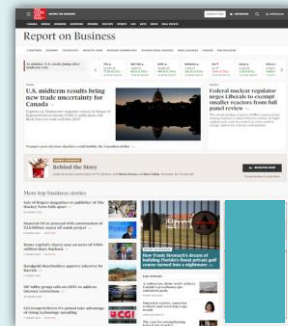
### BRANDING ADJACENT TO CONTENT

**1,500 – 2,000 estimated page views**

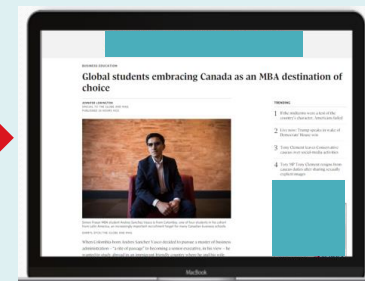
300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.

Post-campaign reporting on selected analytics.



Traffic Drivers



Articles with adjacent ads



**\$15,000 (net)**