

ETFs

INVESTMENT: SPECIAL /CONTRACT RATES APPLY

With ETFs such a large and valuable part of their investment strategy, it's important investors have a plan to not just ride the wave, but to truly maximize ETF revenue potential.

The Globe and Mail's special ETF series will provide Canadians with approaches on how to do this. Please speak to your Globe and Mail advertising representative to learn more.

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

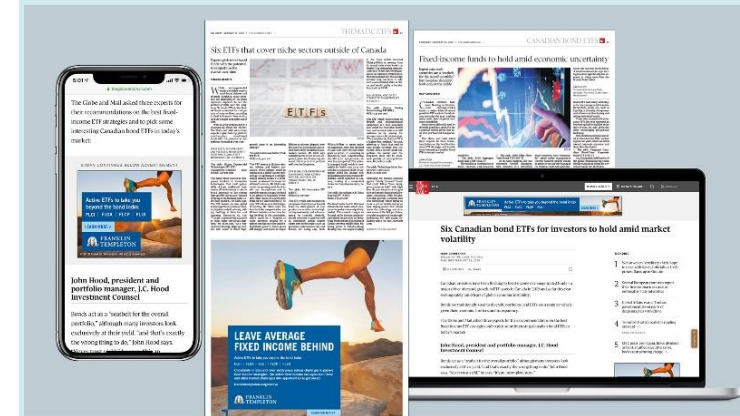
For additional information, contact
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kryder@globeandmail.com



ETF
STRATEGY

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

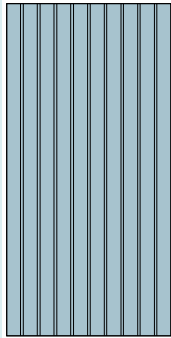
Source: Vividata Fall 2021, National, A14+

ETFS 2022 SCHEDULE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
December 14, 2021	January 4, 2022	January 11, 2022	Tuesday, January 25, 2022
January 4, 2022	January 25, 2022	February 1, 2022	Tuesday, February 15, 2022
February 8, 2022	March 1, 2022	March 8, 2022	Tuesday, March 22, 2022
March 8, 2022	March 29, 2022	April 5, 2022	Tuesday, April 19, 2022
April 12, 2022	May 3, 2022	May 10, 2022	Tuesday, May 24, 2022
May 3, 2022	May 24, 2022	May 31, 2022	Tuesday, June 14, 2022
June 7, 2022	June 28, 2022	July 5, 2022	Tuesday, July 19, 2022
July 5, 2022	July 26, 2022	August 2, 2022	Tuesday, August 16, 2022
August 2, 2022	August 23, 2022	August 30, 2022	Tuesday, September 13, 2022
September 6, 2022	September 27, 2022	October 4, 2022	Tuesday, October 18, 2022
October 11, 2022	November 1, 2022	November 8, 2022	Tuesday, November 22, 2022
November 1, 2022	November 22, 2022	November 29, 2022	Tuesday, December 13, 2022

Editorial Special Reports (National) – Advertising Rates

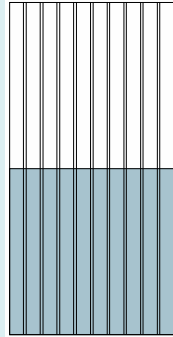
PRINT



FULL PAGE

National (net)
\$24,300

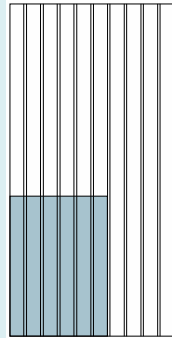
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

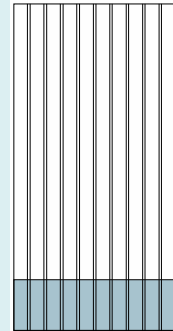
10 columns x 140 agates
8.97" x 10"



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

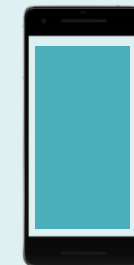
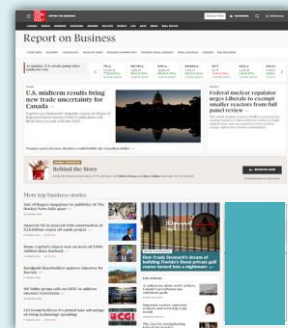
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

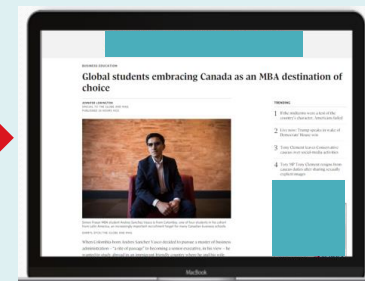
300x250 + 728x90 in roadblock

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)