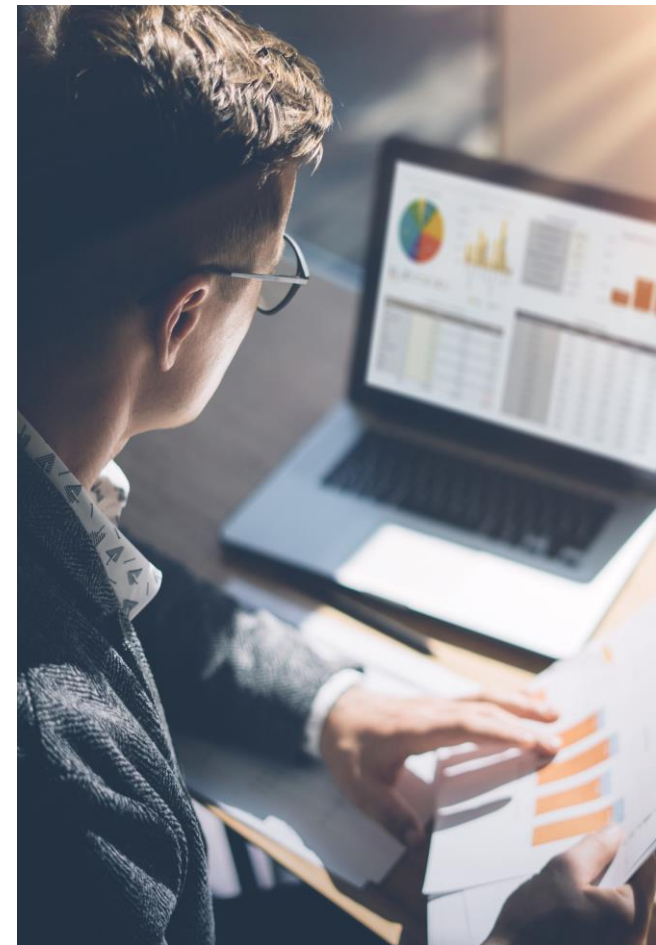


MANAGING YOUR WEALTH



INVESTMENT: SPECIAL REPORT/CONTRACT RATES APPLY

In a global rollercoaster economy, managing wealth intelligently, proactively and successfully is a necessity.

To help readers control their prosperity, The Globe and Mail is producing this special editorial report series.

Managing Your Wealth will provide guidance and strategies to give Boomers, Gen X and Millennial investors the tools they need to grow and protect their wealth as economies and assets continually change.

For additional information, contact **KEITH RYDER**,
Special Reports Associate
kryder@globeandmail.com

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+

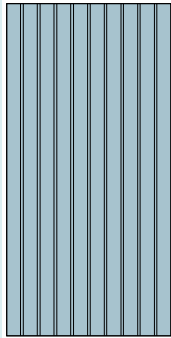
**Sponsor content on digital and print
platforms is available. Ask your
account manager for more details.**

MANAGING YOUR WEALTH 2022 SCHEDULE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
November 23, 2021	December 14, 2021	December 21, 2021	Tuesday, January 4, 2022
December 21, 2021	January 11, 2022	January 18, 2022	Tuesday, February 1, 2022
February 1, 2022	February 22, 2022	March 1, 2022	Tuesday, March 15, 2022
February 22, 2022	March 15, 2022	March 22, 2022	Tuesday, April 5, 2022
March 22, 2022	April 12, 2022	April 19, 2022	Tuesday, May 3, 2022
April 26, 2022	May 17, 2022	May 24, 2022	Tuesday, June 7, 2022
May 24, 2022	June 14, 2022	June 21, 2022	Tuesday, July 5, 2022
June 28, 2022	July 19, 2022	July 26, 2022	Tuesday, August 9, 2022
July 26, 2022	August 16, 2022	August 23, 2022	Tuesday, September 6, 2022
August 23, 2022	September 13, 2022	September 20, 2022	Tuesday, October 4, 2022
September 27, 2022	October 18, 2022	October 25, 2022	Tuesday, November 8, 2022
November 8, 2022	November 29, 2022	December 6, 2022	Tuesday, December 20, 2022

Editorial Special Reports (National) – Advertising Rates

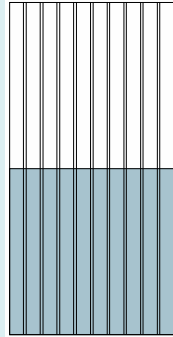
PRINT



FULL PAGE

National (net)
\$24,300

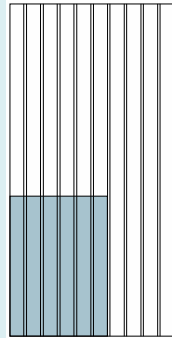
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

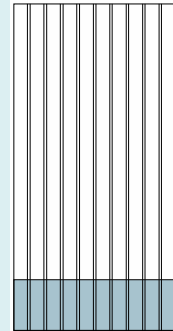
10 columns x 140 agates
8.97" x 10"



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

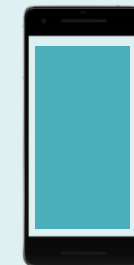
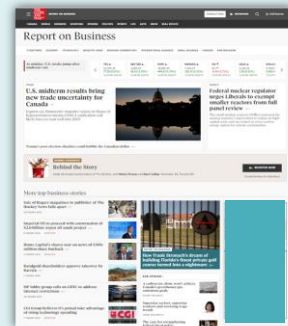
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

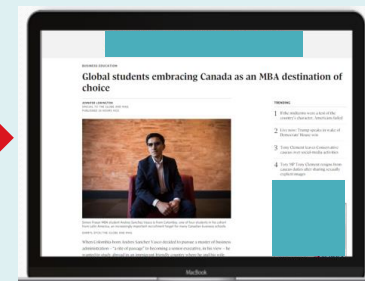
300x250 + 728x90 in roadblock

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)