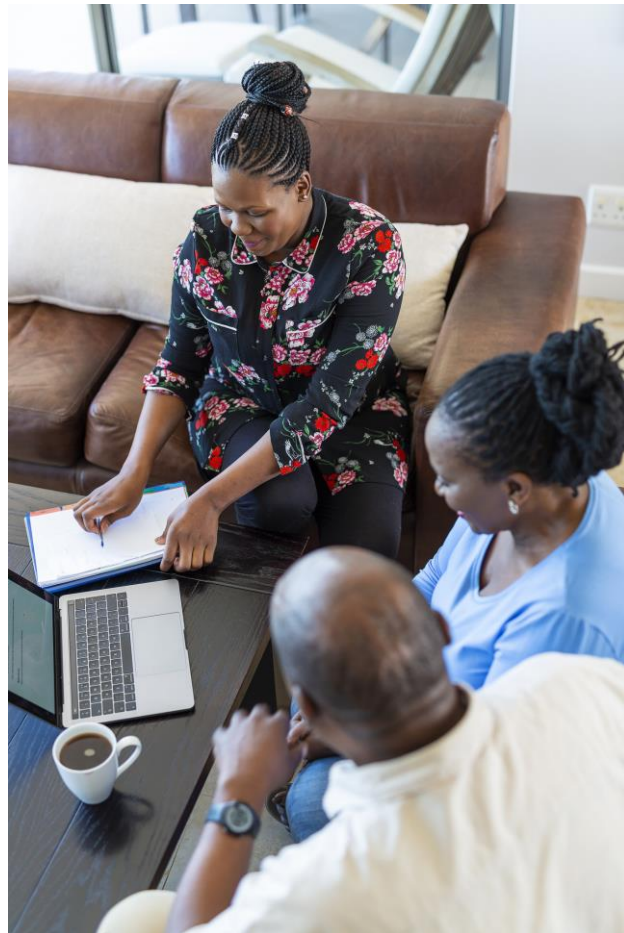


RETIREMENT PLANNING



INVESTMENT: SPECIAL REPORT/CONTRACT RATES APPLY

Many Canadians are not saving enough for their golden years. With the diminishing existence of company pension plans, they need to act quickly.

Retirement Planning is a special editorial report available across print, digital and digital webcast platforms.

With the focus on financial planning, this opportunity with help Globe and Mail readers understand how to best maximize investment options to well prepare them for a comfortable retirement.

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+

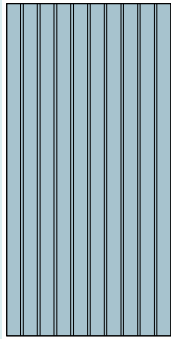
**Sponsor content on digital and print
platforms is available. Ask your
account manager for more details.**

RETIREMENT PLANNING 2022 SCHEDULE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
December 8, 2021	December 29, 2021	January 5, 2022	Wednesday, January 19, 2022
December 29, 2021	January 19, 2022	January 26, 2022	Wednesday, February 9, 2022
January 26, 2022	February 16, 2022	February 23, 2022	Wednesday, March 9, 2022
March 2, 2022	March 23, 2022	March 30, 2022	Wednesday, April 13, 2022
March 30, 2022	April 20, 2022	April 27, 2022	Wednesday, May 11, 2022
April 27, 2022	May 18, 2022	May 25, 2022	Wednesday, June 8, 2022
June 1, 2022	June 22, 2022	June 29, 2022	Wednesday, July 13, 2022
June 29, 2022	July 20, 2022	July 27, 2022	Wednesday, August 10, 2022
August 10, 2022	August 31, 2022	September 7, 2022	Wednesday, September 21, 2022
August 31, 2022	September 21, 2022	September 28, 2022	Wednesday, October 12, 2022
October 5, 2022	October 26, 2022	November 2, 2022	Wednesday, November 16, 2022
October 26, 2022	November 16, 2022	November 23, 2022	Wednesday, December 7, 2022

Editorial Special Reports (National) – Advertising Rates

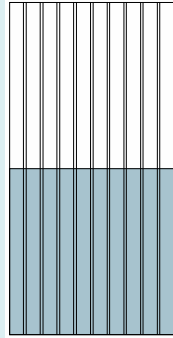
PRINT



FULL PAGE

National (net)
\$24,300

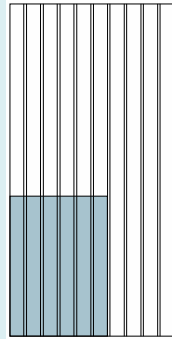
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

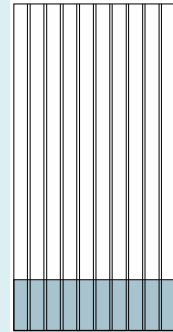
10 columns x 140 agates
8.97" x 10"



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

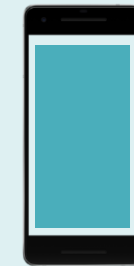
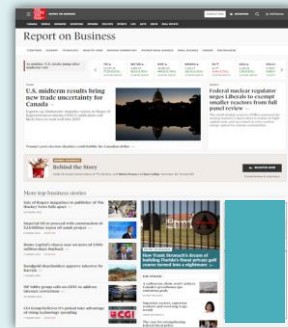
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

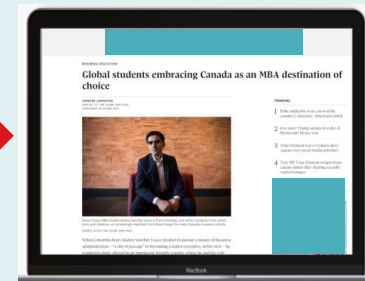
300x250 + 728x90 in roadblock

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)