

RRSPS - DECISION TIME

Standard Brand Ad Deadline	Material Deadline	Publishing Date
February 3, 2022	February 10, 2022	Thursday, February 24, 2022

INVESTMENT: SPECIAL REPORT/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.

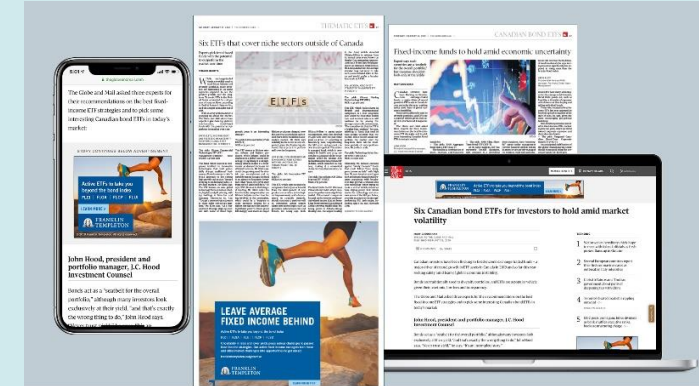
To help readers understand their RRSP options, The Globe will publish the *RRSPs – Decision Time* special report just prior to the contribution deadline.

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 **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

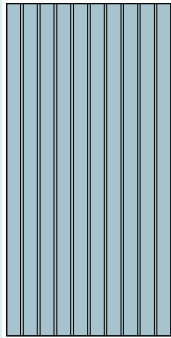
Source: Vividata Fall 2021, National, A14+

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



Editorial Special Reports (National) – Advertising Rates

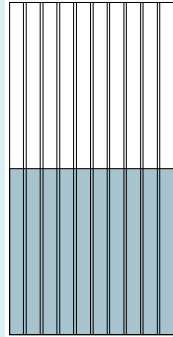
PRINT



FULL PAGE

National (net)
\$24,300

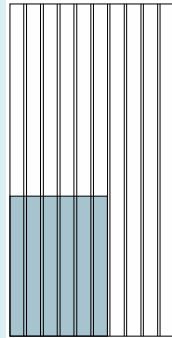
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

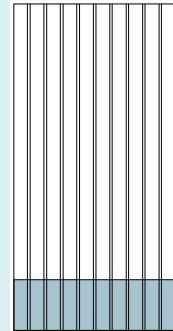
10 columns x 140 agates
8.97" x 10"



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

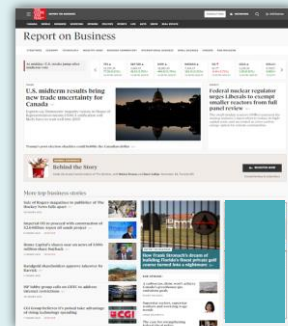
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

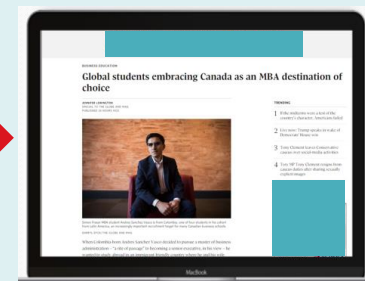
300x250 + 728x90 in roadblock

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)