

MANAGING YOUR MONEY

Ad Booking Deadline	Material Deadline	Publishing Date
September 14	September 21	Thursday, October 5, 2022

INVESTMENT: SPECIAL REPORT/CONTRACT RATES APPLY

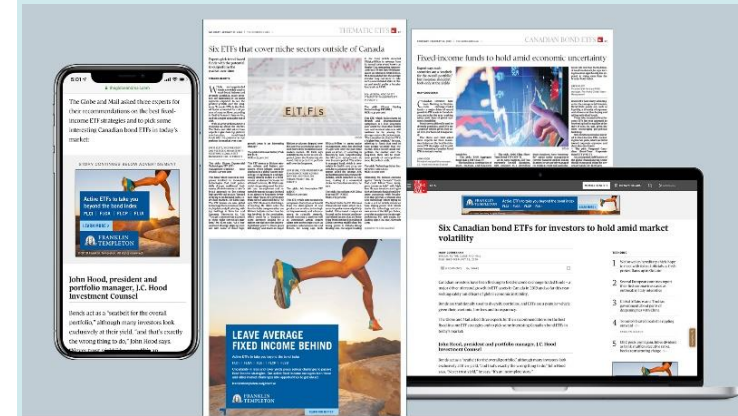


As inflation continues to soar and the economy feels tighter than it's been in recent years, money management tactics are becoming increasingly relevant to Canadians. From savings strategies and smart investing to insurance necessities and hacks for budgeting wisely, insights on how to handle personal finances are more important than ever.

Starting with this October installment, and continuing into 2023 (dates to be announced), this special report series gives advertisers – which could range from banks and lenders to financial advisors and even grocery businesses – a chance to connect with readers who are looking to make their money go further in this uncertain economy.

EDITORIAL SPECIAL REPORTS

ARE TURNKEY CONTENT ADJACENCY SOLUTIONS THAT PROVIDE STRONG CONNECTION BETWEEN ADVERTISER AND READER



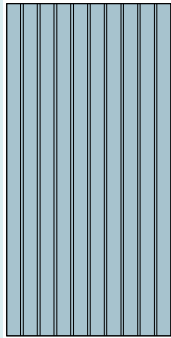
PRINT: National Edition
 637,000 WEEKDAY
 PRINT READERS
 Source: Vividata Spring 2022,
 National, A14+

PRINT/DIGITAL: National Edition
 5,860,000 WEEKLY
 PRINT/DIGITAL READERS
 Source: Vividata Spring 2022,
 National, A14+

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

Editorial Special Reports (National) – Advertising Rates

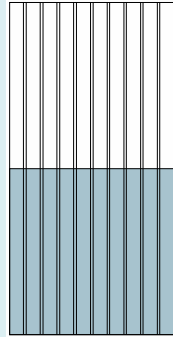
PRINT



FULL PAGE

National (net)
\$24,300

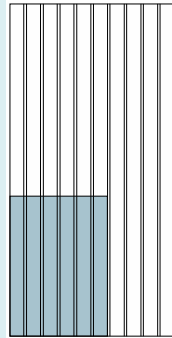
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

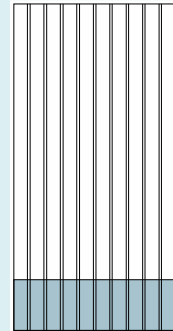
10 columns x 140 agates
8.97" x 10"



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

(400,000x) 300 x 600, ROS placement, multi-platform as available.

Globe Alliance and extended network

(450,000x) 300 x 600+300x250, Advanced contextual targeting

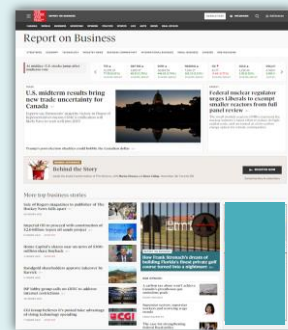
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

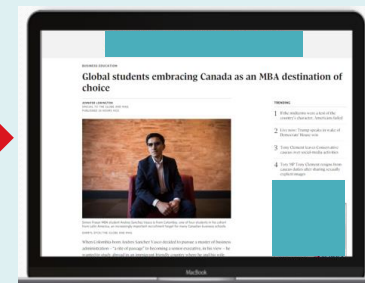
300x250 + 728x90 in roadblock

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

Post-campaign reporting on selected analytics.



Traffic Drivers



Articles with adjacent ads



\$17,000 (net)