



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# Retirement Planning

**Integrated Features are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio.**

Topics are informed by Sophi, The Globe’s proprietary content management technology that provides our editorial staff and Globe Content Studio with data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

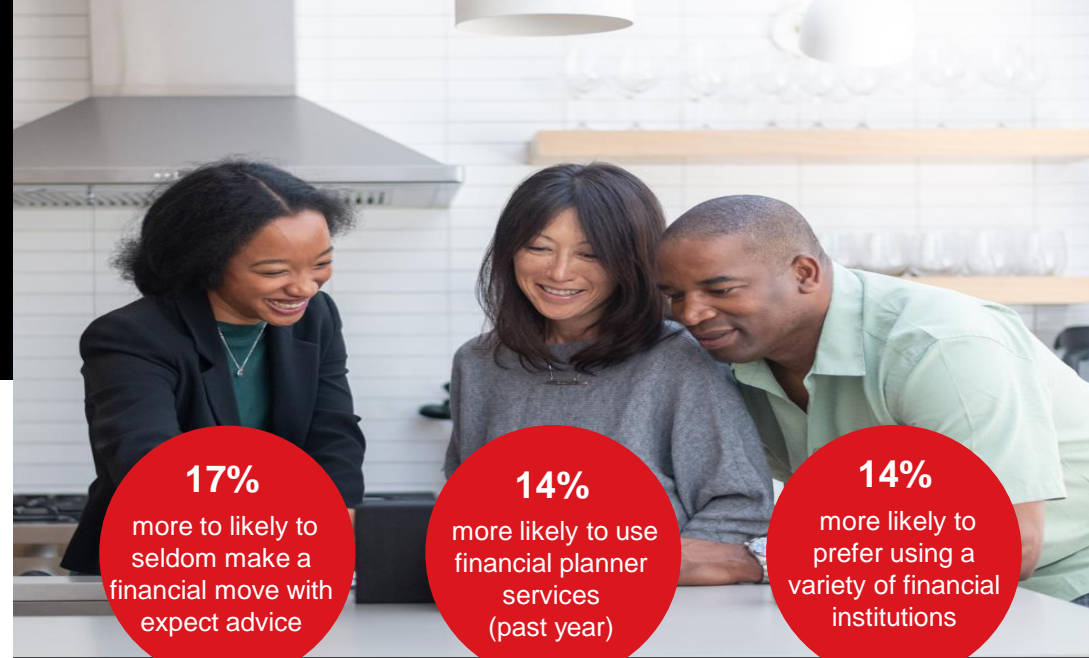
## Themes for Retirement Planning

Many Canadians are not saving enough for their golden years. With the diminishing existence and general changes to many corporate pension plans, they need to act quickly.

To help, The Globe and Mail is scheduling this special feature on Retirement Planning. Available in print and online, Retirement Planning will help readers understand how to get the most out of investment options related to post-working years.

Speak to your Globe and Mail Account Manager to learn how to maximize this special content feature to connect with your best audience.

**For additional information contact Keith Ryder, Special Reports Associate [kryder@globeandmail.com](mailto:kryder@globeandmail.com)**



**17%**  
more likely to seldom make a financial move with expert advice

**14%**  
more likely to use financial planner services (past year)

**14%**  
more likely to prefer using a variety of financial institutions

**Print/Digital Weekly Readers – 5,898,000**  
**Print Weekly Readers – 2,697,000 | Digital Weekly Readers – 4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publication Dates	Sponsor Content Booking Deadline
December 26, 2022	January 3, 2023	Tuesday, January 17, 2023	November 30, 2022
January 11, 2023	February 8, 2023	Wednesday, February 22, 2023	December 18, 2022
February 6, 2023	March 6, 2023	Monday, March 20, 2023	January 23, 2023
May 12, 2023	May 29, 2023	Monday, June 12, 2023	April 12, 2023
August 29, 2023	September 14, 2023	Thursday, September 28, 2023	July 27, 2023
October 20, 2023	November 13, 2023	Monday, November 27, 2023	September 25, 2023

# Print and digital packages – driving thought leadership and awareness

Package	Print	Digital	Investment	Value
<b>Multi-platform 100% SOV feature – FP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR FULL PAGE AD</b></li> <li>• Approx. 900-word article related to feature topic with your quote/mention exclusively interwoven</li> </ul>	<ul style="list-style-type: none"> <li>• <b>1,600 to 2,300 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 900-word article from print</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via managed performance, social amplification</li> </ul>	\$25,000	\$75,447
<b>Multi-platform 100% SOV feature – HP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR HALF PAGE AD</b></li> <li>• Approx. 500-word article related to feature topic with your quote/mention exclusively interwoven</li> </ul>	<ul style="list-style-type: none"> <li>• <b>1,600 to 2,300 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 500-word article from print</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via managed performance, social amplification</li> </ul>	\$20,000	\$47,447
<b>Print Multi-advertiser – FP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR FULL PAGE AD</b></li> <li>• Approx. 900-word article related to feature topic with your quote/mention interwoven</li> </ul>	NOT APPLICABLE	Print rates apply	
<b>Print Multi-advertiser – HP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR HALF PAGE AD</b></li> <li>• Approx. 450-word article related to feature topic with your quote/mention interwoven</li> </ul>	NOT APPLICABLE	Print rates apply	
<b>Digital 100% SOV feature</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>1,900 to 2,800 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 900-word article related to topic with your quote/mention exclusively interwoven.</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via native, branded drivers, managed performance, social amplification</li> </ul>	\$17,000	\$31,396
<b>Digital 100% SOV sponsor content</b> <i>Fully integrated with sightline / approval on content</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>1,800 to 2,700 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 900-word <b>sponsor content article</b> custom developed to your specifications.</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via native, branded drivers, managed performance, social amplification</li> </ul>	\$17,000	\$28,661
<b>Digital Multi-advertiser</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>500,000 impressions:</b> <ul style="list-style-type: none"> <li>○ 250,000 300x600 to special feature content, 250,000 300x250 to your brand site</li> </ul> </li> <li>• Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$8,000	\$11,000