



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



17%
more likely to seldom make a financial move with expect 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	Tues, January 17, 2023	November 30, 2022
January 11, 2023	February 8, 2023	Wed, February 22, 2023	December 18, 2022
February 6, 2023	March 6, 2023	Mon, March 20, 2023	January 23, 2023

Print and digital packages – driving thought leadership and awareness

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