

Financial Planning Week



PUBLICATION DATE: Saturday, November 16th
GET INVOLVED BY: Saturday, October 4th
MATERIAL DUE: Saturday, October 25th

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Financial planning is important for Canadians – it can enable them to achieve their life goals and enhance their well-being. This special feature, produced in collaboration with FP Canada and published during the 10th annual Financial Planning Week in November 2019, highlights the ongoing campaign to raise awareness about the importance and benefits of financial planning with a qualified professional.

Proposed topics:

- RESOURCES** – Financial planning resources setting Canadians on the path to success.
- HAVING A PLAN** – Navigating unique financial situations, from investment choices to retirement planning.
- QUALIFIED ADVICE** – Criteria for choosing a financial planning expert.
- SOLUTIONS** – How expert advice can help you realize your goals.

REACH YOUR TARGET

IN PRINT
1,148,000
READERS IN THE PRINT EDITION

1,730,000
READERS IN THE PRINT & DIGITAL EDITIONS

ONLINE
7 MILLION
MONTHLY UNIQUE VISITORS
(Globe and Mail multi-platform)
Source: comScore Q2 2017

THE GLOBE AND MAIL
DELIVERS YOUR BEST AUDIENCE:

WITH POWERFUL INTERACTIVITY RESULTS...

**35% HIGHER
READING TIME**
OVER 2 MINUTES ON SPECIAL REPORT
ARTICLES VS. GAM SITE AVERAGE

3X HIGHER CTR
ON ADS NEXT TO CONTENT
VS. GAM SITE AND CANADIAN AVERAGE
Source: Omniture, Doubleclick

Click on the report below to see a
previous feature on this topic



GET INVOLVED TODAY. CONTACT:
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Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Sponsor Content Features are offered as bundled advertising packages across print and digital media.

PRINT

YOUR CHOICE OF AD SIZE

- Participating advertisers can be featured with quotes and/or images within content space.
- Sponsor content feature will appear with committed advertising in either separate, or relevant newspaper section.

DIGITAL

- 400,000 IMPRESSIONS delivered as contextually placed 300x600 audience engagement units. Features advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears in roadblock next to articles, non-guaranteed impressions.
- Sponsor content articles will run in partner section.

	NATIONAL
FULL PAGE	\$34,937
TWO-THIRDS (2/3) PAGE	\$24,692
HALF (1/2) PAGE	\$19,580
THIRD (1/3) PAGE	\$14,972
QUARTER (1/4) PAGE	\$12,416
BANNER	\$9,894
EIGHTH (1/8) PAGE	\$8,001

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT
SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your
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