



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

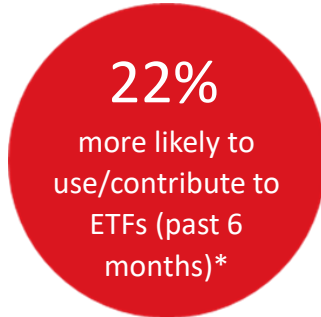
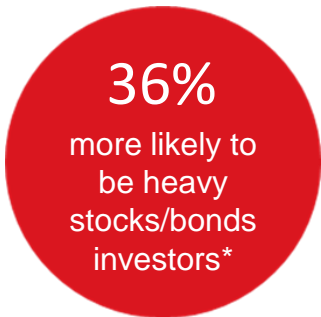
INVESTING WITH ETFs

Integrated Special Reports 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 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 Investing in ETFs

With ETFs being such a large and valuable part of any investment portfolio, it is important for investors to have a plan not just to ride the wave, but to truly maximize ETF revenue potential. The Globe and Mail’s special Investing with ETFs series will provide Canadians with approaches on how to do this. Speak to your Globe and Mail advertising representative to learn more.



For additional information contact Keith Ryder, Special Reports Associate kryder@globeandmail.com



Print/Digital Weekly Readers – **6,018,000**
Print Weekly Readers – **2,608,000** | Digital Weekly Readers – **4,576,000***

*Source: Vividata SCC Spring 2023, National, Adults 18+

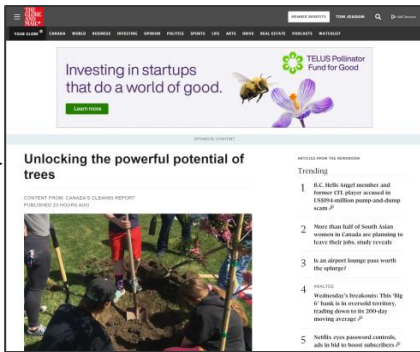
| Sponsor Content Booking Deadline | Standard Booking Deadline | Material Deadline | Publishing on Thursdays |
|----------------------------------|---------------------------|-------------------|-------------------------|
| February 15, 2024 | March 12, 2024 | March 26, 2024 | April 11, 2024 |
| April 25, 2024 | May 23, 2024 | June 6, 2024 | June 20, 2024 |
| July 25, 2025 | August 15, 2024 | August 29, 2024 | September 12, 2024 |
| August 15, 2023 | September 19, 2024 | October 3, 2024 | October 17, 2024 |
| September 19, 2024 | October 17, 2024 | October 31, 2024 | November 14, 2024 |



INTEGRATED SPECIAL REPORT

ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers



Digital Integrated Special Report Content Discovery - Standard Digital Traffic Driver.

Digital Integrated Special Report Ads rotate with equal SOV among participating advertisers. Includes brand mention within report.



Print Integrated Special Report with brand ad adjacency and brand mention within report.

| Package | Details | Investment |
|-----------------|---|---|
| Digital* | <ul style="list-style-type: none"> ➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article. ➤ 200,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 200,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site. | \$8,000 |
| Print | <ul style="list-style-type: none"> ➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available. | Standard print rates apply |
| Digital + Print | <ul style="list-style-type: none"> ➤ Digital and print as described above. | <p>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p> |

*No minimum page view guarantees.

**No sightlines or approval on integrated content.

***Other print sizes and editions available.



INTEGRATED SPECIAL REPORT

ADVANCED PACKAGE

Your brand mentioned within the integrated report, exclusive digital article and brand adjacency

Digital Integrated Special Report
Content Discovery



Digital Integrated Special Report
100% SOV
Brand mention within the article



Print Integrated Special Report
with brand ad adjacency and brand mention within the article



| Package | Details | Investment |
|-------------------------|---|---|
| Digital Only Package | <ul style="list-style-type: none"> ➤ Minimum 2,100 – 3,100 page views for one piece of content. • 100% SOV brand ads adjacent to one integrated report article. Includes exclusive brand mention*. • Branded content discovery includes standard traffic driver, native and social. | \$17,000 |
| Digital + Print Package | <ul style="list-style-type: none"> ➤ Full page or half page brand ad adjacent to integrated report. Includes brand mention within the article. ➤ Minimum 1,800 – 2,600 page views for one piece of content. • 100% SOV brand ads adjacent to one integrated report article. Includes brand mention*. • Branded content discovery includes standard traffic driver, native and social. | <p>\$25,000 (full page)</p> <p>\$20,000 (half page)</p> |

* No sightline or approval on integrated content. 4 to 6-week lead time for Advanced Package.

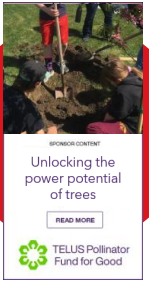


INTEGRATED SPECIAL REPORT

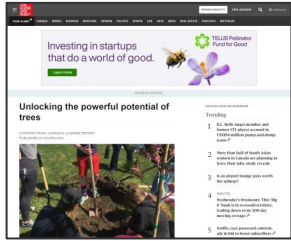
PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

Digital Sponsor Content Discovery



Standard Digital Traffic Driver

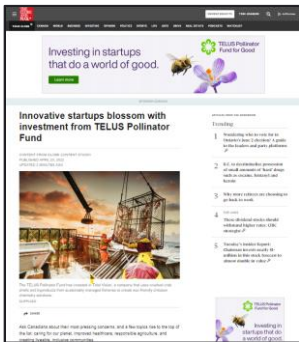


Digital Integrated Special Report
Ads rotate with SOV among advertisers. Includes brand mention in the article.

Print Integrated Special Report brand ad adjacency, mention in article



Print Sponsor Content Full sightlines in article with brand adjacent to report content



Digital Sponsor Content
Custom developed with the client

| Package | Details | Investment |
|-------------------------|---|---|
| Digital Only Package | <ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees. <ul style="list-style-type: none"> • 150,000 impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads. ➤ DIGITAL SPONSOR CONTENT: Minimum 2,000 – 2,900 page views for one article, custom developed with client**. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to sponsor content. • Branded content discovery includes standard traffic drivers, native and social. | \$20,000 |
| Print + Digital Package | <ul style="list-style-type: none"> ➤ DIGITAL INTEGRATED REPORT: As described above. ➤ PRINT INTEGRATED REPORT AND SPONSOR CONTENT: Full page or half page sponsor content adjacent to integrated report that includes brand mention. ➤ DIGITAL SPONSOR CONTENT: Minimum 1,700 – 2,500 page views for one piece of sponsor content. <ul style="list-style-type: none"> • 100% SOV brand ads adjacent to content. • Branded content discovery includes standard traffic drivers, native and social. | <p>\$33,000 (National full page)</p> <p>\$28,000 (National half page)</p> |

*No sightline or approval on integrated report content.

**Full sightline and approval on sponsor content. 6 to 8-week lead time.