



2025 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 data signals on what is resonating with readers and, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

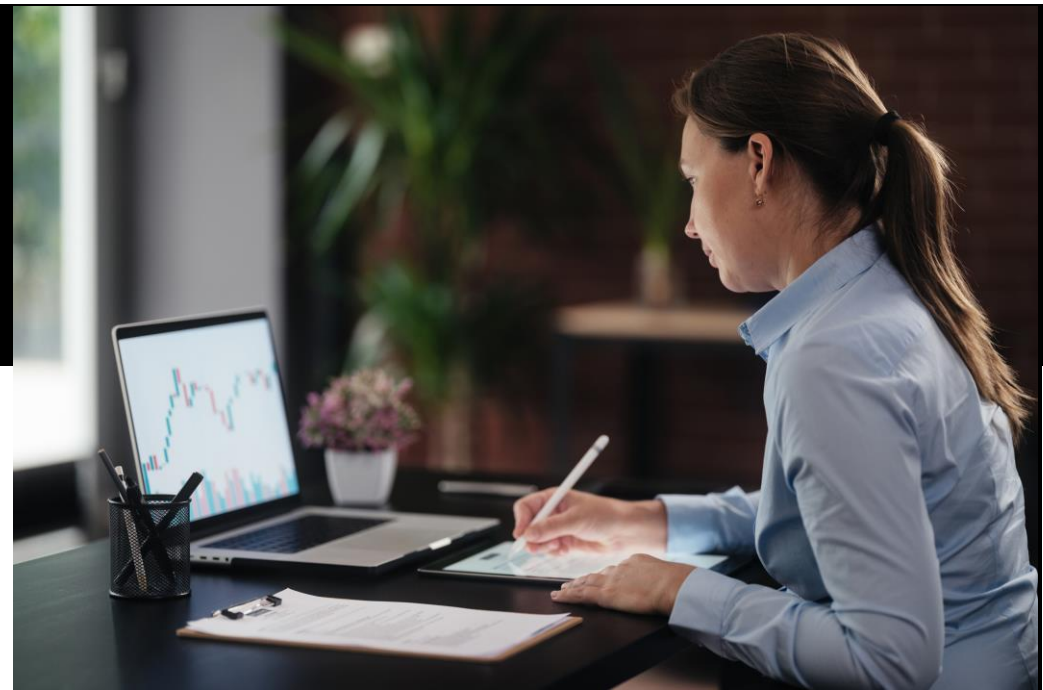
As Exchange-Traded Funds (ETFs) continue to grow as a core element of diversified portfolios, investors are looking for guidance to maximize their returns. The Globe and Mail's special *Investing with ETFs* report will offer valuable insights for Canadian investors, helping them make informed decisions and optimize their ETF strategies. This report will be widely read by an engaged audience seeking actionable advice, creating a prime opportunity for advertisers to align with credible financial expertise. Advertise with us to reach this targeted, investment-focused demographic and showcase your brand as a trusted partner in financial success.

36%
more likely to be heavy stocks/bonds investors*

16%
more likely to contribute to Mutual Funds (past 6 months)*

22%
more likely to use/contribute to ETFs (past 6 months)*

For more information, contact The Globe Media Group team
advertising@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 2024, National, Adults 18+

Sponsor Content Booking Deadline	Standard Booking Deadline	Material Deadline	Publishing on Mondays
December 2, 2024	December 23, 2024	January 13, 2025	February 3, 2025
February 3, 2025	March 3, 2025	March 17, 2025	April 7, 2025
August 18, 2025	September 15, 2025	September 29, 2025	October 20, 2025
October 13, 2025	November 10, 2025	November 24, 2025	December 15, 2025



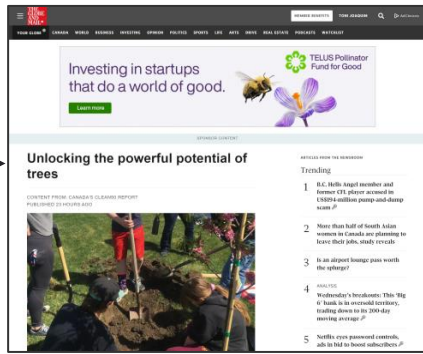
INTEGRATED SPECIAL REPORT

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

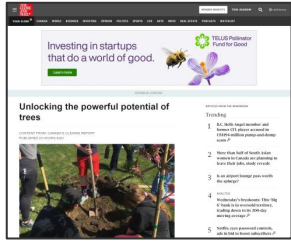
PREMIUM PACKAGE

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



Standard Digital Traffic



Social



Globe Native



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.