



2024 NATIONAL EDITORIAL SPECIAL REPORT
DIGITAL AND NEWSPAPER

ON DEADLINE: RRSPS

Between high interest rates, higher inflation and rumours of an impending recession, Canadians run the risk of being more behind in their RRSP contributions than in previous years. Given this context, the weeks leading up to the contribution deadline will prove even more important for investors this year. Our savvy readers will be seeking timely advice on how to best protect their investments, while positioning themselves for growth.

This editorial special report, On Deadline: RRSPs, will deliver valuable advice from trusted expert voices to help readers make sound investment decisions.

Editorial Special Reports are turnkey content solutions that provide participating advertisers with the opportunity to be aligned to relevant themes and articles.

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.

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



22%

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

36%

more likely to be heavy stocks/bonds investors*

16%

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

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+

Standard Booking Deadline	Material Deadline	Publishing Date
February 7, 2024	February 14, 2024	Wednesday, February 28, 2024



EDITORIAL SPECIAL REPORT

ESSENTIAL PACKAGE

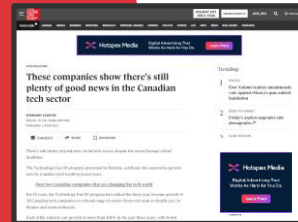
Your brand appears next to timely special report article(s) with reader-relevant themes, in digital and/or print environments.

Digital Editorial Special Report Content Discovery

Standard Traffic Driver



Digital Editorial Special Report



Print Editorial Special Report



Package	Details	Investment
Digital only package*	<ul style="list-style-type: none"> ➤ Equal brand SOV among participating advertisers, adjacent to editorial special report content**. ➤ 350,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to report with adjacent SOV ads ➤ 500,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drivers traffic to your site 	\$17,000
Print only package	<ul style="list-style-type: none"> ➤ Ad adjacent to report content***. • Various ad formats available 	Standard print rates apply
Digital + Print Package	<ul style="list-style-type: none"> ➤ Digital and print as described above 	<p>\$25,000 (full page***)</p> <p>\$20,000 (half page***)</p>

• No minimum page view guarantees
 ** .No sightlines or approval editorial special report content
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