

2018 MEDIA KIT

IE INVESTMENT EXECUTIVE

FI FINANCE ET INVESTISSEMENT

CANADA'S NEWS SOURCE
FOR FINANCIAL PROFESSIONALS



69,189
readers*

79,000
unique visitors**



21,720
readers*

44,000
unique visitors**

 **1,706** subscribers

 **11,204** subscribers

 **5,408** subscribers

 **2,293** subscribers

 **2,157** subscribers

 **10,628** subscribers

Sources: *Credo Consulting Inc., Study Readership 2016
**Google Analytics - 3-month average - April-June 2017

UPDATED: OCTOBER 24, 2017



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Newspaper

Printed versions



IE INVESTMENT EXECUTIVE

Launched in 1989, *Investment Executive* is Canada's newspaper for stockbrokers, mutual funds salespeople, financial planners, personal bankers and other professionals in the financial services business. We focus on those professionals who sell financial products - stocks, bonds, mutual funds, insurance, etc. - and what they need to know to do a better job for their clients.



FI FINANCE ET INVESTISSEMENT

Finance et Investissement was launched in November 1999 for French-speaking financial professionals. *Finance et Investissement* reports on the people, products, trends and technologies in Canada's financial services sector, with a focus on the Quebec financial market. In addition to a strong news component, our newspaper offers sales, marketing and technology features that help advisors build their businesses. The editorial team of *Finance et Investissement* is based in Montreal in order to create content that are specific to Quebec's financial services community.



Reader Survey Highlights

1 of 3



Circulation (June 2017):	39,312	12,852
Readers Per Copy:	1.76	1.69
Total Readership:	69,189	21,720
Average Time Spent Reading:	35 min.	34 min.
Gender:	Male: 66%	67%
	Female: 34%	33%
Average Age:	54	51
Education: Have University Degree	81%	91%
Average Household Income:	\$202,000	\$145,000
Average Networth:	\$870,000	\$589,000
Percentage of Readers Who Sell Financial Products:	61%	55%
Type of Products Sold:		
• Mutual Funds:	84%	88%
• Life Insurance:	69%	68%
• Group Insurance:	43%	22%
• Securities:	30%	17%
Average Number of Families Served:	266	332
Managed Assets (Average):	\$77.87M	\$53.41M

Source: Credo Consulting Inc., Study Readership 2016



Reader Survey Highlights

2 of 3

Type of Firm



Investment Dealer	22%
Mutual fund dealer	19%
Other.....	13%
Financial Planning firm.....	13%
Bank or trust company.....	13%
Insurance broker or MGA.....	12%
Insurance carrier.....	8%
Mutual fund manufacturer.....	6%
Investment-counselling firm.....	3%
Credit Union.....	2%
Government agency	1%
Accounting firm	1%
Exempt-market dealer.....	1%

Mutual fund dealer	24%
Insurance carrier.....	17%
Other.....	14%
Insurance broker or MGA.....	14%
Investment dealer.....	13%
Bank or trust company.....	11%
Financial Planning firm.....	10%
Accounting firm.....	6%
Government agency.....	4%
Credit union.....	4%
Investment-counselling firm.....	3%
Mutual fund manufacturer	2%

Occupation



Financial planner.....	26%
Other.....	18%
Investment Advisor	15%
Professional (lawyer, accountant, etc.)	8%
Senior executive	8%
Insurance agent.....	7%
Mutual fund sales representative.....	6%
Marketing/public relations/ corporate affairs.....	4%
Branch manager.....	3%
Personal banker	2%
Portfolio manager/financial analyst.....	2%

Mutual fund sales rep	20%
Other.....	17%
Financial planner.....	15%
Professional (lawyer, accountant, etc.)	14%
Investment advisor.....	12%
Insurance agent.....	9%
Senior executive.....	6%
Portfolio manager/financial analyst.....	3%
Marketing/public relations/corporate affairs.....	2%
Branch manager.....	1%
Personal banker	1%

Source: Credo Consulting Inc., Study Readership 2016



Reader Survey Highlights

3 of 3

Professional Designations



CFP (Certified Financial Planner)	32%
None	30%
Other	29%
PFP (Professional Financial Planner)	9%
CIM (Certified Investment Manager)	9%
CLU (Chartered Life Underwriter)	8%
CPA or CA (Certified Accountant)	7%
CHFC (Chartered Financial Consultant)	5%
CFA (Chartered Financial Analyst)	5%
RFP (Registered Financial Planner)	2%
CMA (Certified Management Accountant)	2%
CGA (Certified General Accountant)	1%

Other	34%
None	32%
PFP (Professional financial planner)	25%
CLU (Chartered Life Underwriter)	5%
CPA or CA (Certified Accountant)	4%
CIM (Certified Investment Manager)	3%
CGA (Certified General Accountant)	3%
CFP (Certified Financial Planner)	3%
RFP (Registered Financial Planner)	2%
CMA (Certified Management Accountant)	2%
CFA (Chartered Financial analyst)	1%

Products licensed to sell



Mutual funds	84%
Life Insurance	69%
Group Benefits	44%
Group Insurance	43%
Securities	30%
Property & General Insurance	3%

Mutual Funds	88%
Life Insurance	68%
Group Insurance	22%
Securities	17%
Group Benefits	9%
Property & General Insurance	2%

Source: Credo Consulting Inc., Study Readership 2016


Gross Rate 2018

Effective October 1, 2017


UPDATED: AUGUST 23, 2017

4 Colour Display Rate					
	# of Insertions	1-5 x	6-12 x	13-16 x	>16x
IE INVESTMENT EXECUTIVE	Full Page	\$15,295	\$14,440	\$13,530	\$12,725
	3/5 Page	\$12,090	\$11,425	\$10,790	\$10,170
	1/2 Page	\$10,830	\$10,225	\$9,600	\$9,010
	2/5 Page	\$9,285	\$8,745	\$8,250	\$7,780
	1/4 Page	\$7,120	\$6,715	\$6,345	\$5,965
	1/5 Page	\$6,330	\$5,965	\$5,625	\$5,305
	1/10 Page	\$5,065	\$4,760	\$4,475	\$4,190
	Centre Spread	\$36,980	\$34,630	\$32,425	\$30,405
FI FINANCE ET INVESTISSEMENT	Full Page	\$8,935	\$8,400	\$7,855	\$7,345
	3/5 Page	\$7,065	\$6,665	\$6,250	\$5,855
	1/2 Page	\$6,320	\$5,965	\$5,625	\$5,305
	2/5 Page	\$5,435	\$5,125	\$4,820	\$4,510
	1/4 Page	\$4,180	\$3,935	\$3,715	\$3,495
	1/5 Page	\$3,715	\$3,495	\$3,275	\$3,065
	1/10 Page	\$2,995	\$2,815	\$2,650	\$2,485
	Centre Spread	\$21,890	\$20,545	\$19,260	\$18,015


- BLACK AND WHITE: Deduct 15% from the display rates
- SPECIAL POSITIONS: Add 25-50%
- To qualify for the 16x rate or greater, advertiser must have at least one insertion in 16 consecutive issues.




FULL PAGE
5 columns x 196 lines
9.5" x 14"




3/5 PAGE
4 columns x 147 lines
7.5667" x 10.5"




1/2 PAGE
5 columns x 98 lines
9.5" x 7"



2/5 PAGE
5 columns x 79 lines
9.5" x 5.643"



1/4 PAGE
5 columns x 49 lines
9.5" x 3.5"



1/5 PAGE
5 columns x 40 lines
9.5" x 2.858"

APPOINTMENT NOTICE WITH PHOTO (includes website): **IE:** \$46 / line • **FI:** \$28 / line

	1-5 insertions	6-12 insertions	13-16 insertions	>16 insertions
CAREER				
Investment Executive	\$18 per line	\$17 per line	\$16 per line	\$15 per line
Finance et Investissement	\$12 per line	\$11 per line	\$9 per line	\$8 per line

BELLY BAND (supplied): \$561 per thousand

SUPPLIED INSERTS

Size: 7" x 10" minimum to 10" x 14" maximum.
Sample required and subject to approval. Must be supplied to finished size.

Size of insert (supplied):
1 page (printed both sides) = \$377 CPM • 4 pages = \$418 CPM • 8 pages = \$592 CPM • >8 pages = POR


IE INVESTMENT
EXECUTIVE

FI FINANCE ET
INVESTISSEMENT

2018 Calendar

UPDATED: OCTOBER 24, 2017

Month	Special Reports IE INVESTMENT EXECUTIVE	Special Reports FI FINANCE ET INVESTISSEMENT	Space Closing	Material Closing	Distribution*
JANUARY	PRINT/WEB <ul style="list-style-type: none"> Quarterly Profit Survey Consumer Insights – Client Satisfaction Report Card WEB SPECIAL <ul style="list-style-type: none"> 2018 Business Plan 	PRINT/WEB <ul style="list-style-type: none"> Outlook 2018 Consumer Insights – Client Satisfaction Report Card 	Dec. 1, 2017	Dec. 8, 2017	Dec. 27, 2017
MID-JANUARY	PRINT/WEB <ul style="list-style-type: none"> Outlook 2018 		Dec. 15, 2017	Jan. 5, 2018	Jan. 22, 2018
FEBRUARY	PRINT/WEB <ul style="list-style-type: none"> Report on the Nation Consumer Insights – Tax-Registered Plans WEB SPECIAL <ul style="list-style-type: none"> Blockchain in financial Services 	PRINT/WEB <ul style="list-style-type: none"> TOP 25 Most influential People in Quebec's Financial Industry Consumer Insights – Tax-Registered Plans 	Jan. 12, 2018	Jan. 19, 2018	Feb. 5, 2018
MID-FEBRUARY	PRINT/WEB <ul style="list-style-type: none"> Advisors & Technology 	PRINT/WEB <ul style="list-style-type: none"> Top 25 Highlights of Award Winning Ceremony 	Jan. 26, 2018	Feb. 2, 2018	Feb. 20, 2018
MARCH	PRINT/WEB <ul style="list-style-type: none"> Consumer Insights – Portfolio Composition and Product Selection WEB SPECIAL <ul style="list-style-type: none"> Federal Budget (when announced) WEBINAR <ul style="list-style-type: none"> Federal Budget (when announced) 	PRINT/WEB <ul style="list-style-type: none"> Wealth Planning for Families Consumer Insights – Portfolio Composition and Product Selection WEB SPECIAL <ul style="list-style-type: none"> Federal Budget (when announced) Quebec Budget (when announced) WEBINAR <ul style="list-style-type: none"> Federal Budget (when announced) 	Feb. 9, 2018	Feb. 16, 2018	March 5, 2018
APRIL	PRINT/WEB <ul style="list-style-type: none"> Report Card: Regulators Consumer Insights – Financial Literacy Leader Report Card 	PRINT/WEB <ul style="list-style-type: none"> Report Card: Regulators Consumer Insights – Financial Literacy Leader Report Card 	March 9, 2018	March 16, 2018	April 2, 2018

*Distribution date can fluctuate. Please check with your rep if the in-market date is critical


IE INVESTMENT
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FI FINANCE ET
INVESTISSEMENT

2018 Calendar

Month	Special Reports IE INVESTMENT EXECUTIVE	Special Reports FI FINANCE ET INVESTISSEMENT	Space Closing	Material Closing	Distribution*
MAY	IE's Guide to Exchange-Traded Funds	FI's Guide des FNB	March 9, 2018	March 16, 2018	May 2, 2018
	PRINT/WEB • Report Card: Brokerage • Consumer Insights – <i>Gender Differences</i>	PRINT/WEB • Report Card: Brokerage • Consumer Insights – <i>Gender Differences</i>	April 6, 2018	April 13, 2018	
JUNE	PRINT/WEB • Report Card: Dealers • Consumer Insights – <i>DIY Investors – The Impact of Robo-advisors</i>	PRINT/WEB • Report Card: Multidisciplinary • Consumer Insights – <i>DIY Investors – The Impact of Robo-advisors</i> WEB SPECIAL •	May 11, 2018	May 18, 2018	June 4, 2018
JULY	PRINT • Report Card: Banks & Credit Unions • Consumer Insights – <i>Insurance</i>	PRINT • Consumer Insights – <i>Insurance</i> WEB SPECIAL •	June 1, 2018	June 8, 2018	June 25, 2018
AUGUST	PRINT/WEB • Report Card: Insurance • Consumer Insights – <i>Value of Advice</i> WEB SPECIAL • Education Planning for your clients	PRINT/WEB • Insurance year in review (if AMF releases report) • Consumer Insights – <i>Value of Advice</i>	July 6, 2018	July 13, 2018	July 30, 2018
SEPTEMBER	PRINT/WEB • Report Card: Advisors • Decade of Change - Part 1 of 3 • Consumer Insights – <i>Education and Wealth</i> WEB SPECIAL • Emerging Market Investing	PRINT/WEB • Consumer Insights – <i>Education and Wealth</i> WEB SPECIAL • Advisor Report Card	Aug. 3, 2018	Aug. 10, 2018	Aug. 27, 2018

*Distribution date can fluctuate. Please check with your rep if the in-market date is critical



IE INVESTMENT EXECUTIVE **FI** FINANCE ET INVESTISSEMENT

2018 Calendar

Month	Special Reports IE INVESTMENT EXECUTIVE	Special Reports FI FINANCE ET INVESTISSEMENT	Space Closing	Material Closing	Distribution*
OCTOBER	IE's Guide for advisors serving High Net-worth clients	Le Guide FI des conseillers en gestion de patrimoine	Aug. 3, 2018	Aug. 10, 2018	Sept. 24, 2018
	PRINT/WEB • Decade of Change - Part 2 of 3 • Consumer Insights – Retirement Planning	PRINT/WEB • Insurance Barometer • Consumer Insights – Retirement Planning	Aug. 31, 2018	Sept. 7, 2018	
MID-OCTOBER	PRINT/WEB • Special Report: Tax Planning	PRINT/WEB • Report on tax planning	Sept. 21, 2018	Sept. 28, 2018	Oct. 12, 2018
NOVEMBER	PRINT/WEB • Decade of Change - Part 3 of 3 • Consumer Insights – Charitable Giving	PRINT/WEB • Report Card: Mutual Fund Special • Consumer Insights – Charitable Giving	Oct. 4, 2018	Oct. 12, 2018	Oct. 29, 2018
	WEB SPECIAL • Financial Planning	WEB SPECIAL • Tax Planning			
MID-NOVEMBER	PRINT/WEB • Special Report: Retirement Planning	PRINT/WEB • Special Report: Retirement Planning	Oct. 19, 2018	Oct. 26, 2018	Nov. 12, 2018
DECEMBER	PRINT/WEB • IE's Fund Manager of the Year 2018 • Consumer Insights – Impact of Fees and Performance: Benchmark Report	PRINT/WEB • Consumer Insights – Impact of Fees and Performance: Benchmark Report	Nov. 2, 2018	Nov. 9, 2018	Nov. 26, 2018
		WEB SPECIAL • Advent Calendar			

*Distribution date can fluctuate. Please check with your rep if the in-market date is critical



Mechanical Requirements

Advertising Unit	Printable Area	Columns X lines
Full Page	9.5" x 14"	5 columns x 196 lines
Double-Page Spread	20" x 14"	10 columns x 196 lines
1/2 Page	9.5" x 7"	5 columns x 98 lines
1/4 Page	9.5" x 3.5"	5 columns x 49 lines
1/5 Page	9.5" x 2.8571"	5 columns x 40 lines
2/5 Page	9.5" x 5.6429"	5 columns x 79 lines
3/5 Page	7.5666" x 10.5"	4 columns x 147 lines
3/5 Page Spread	16.1332" x 10.5"	8 columns x 147 lines
1/10 Page	3.6998" x 3.5"	2 columns x 49 lines
Cover Banner	5.6332" x 2.1429"	3 columns x 30 lines



USING THE FREE AdDIRECT AD PORTAL

All ads must be delivered via Magazines Canada's AdDirect™ ad portal.

- 1) Log into Magazines Canada's AdDirect™ Ad Portal (<https://addirect.sendmyad.com>).
NOTE: A user account will have to be set up upon the first visit.
- 2) Select the publisher/magazine you are advertising with. Complete the relevant ad info, then click Upload.
- 3) Follow the onscreen preflight process.
- 4) Approve your ad.

METHOD OF PRODUCTION

- *Finance et Investissement* and *Investment Executive* are printed web offset on 30 lb standard newsprint.

<p>MAXIMUM Ink Density: 240% Resolution: 240 ppi Line Screen: 120 lpi Model: CMYK (Process) Press Dot Gain: 30% to 33%</p>
--

- Folding and trimming are subject to variation.
- Please adhere to the Live Area specifications as stated above.
- No bleeds are utilized in this publication.
- All material must adhere to SNAP standards.
- IMPORTANT FONTS INFO: The following MINIMUM font criteria is highly recommended for suitable print reproduction:
 - B&W type: 9 pts / 4 colour type: 16 pts / Reverse type: 12 pts
 - *FI* & *IE* are not responsible for reproduction of type sizes smaller than those mentioned for thin, serif type.
 - Avoid using any Composite fonts. If used please convert these to Outlines before submitting.
- For ads on 2 pages, provide a typographical safety margin of 3/8 inch (27 points) on each side of the center mark.
- We reserve the right to make any necessary technical changes.

REQUIRED MATERIAL FOR UPLOADING

- The ad MUST be uploaded as a press-ready PDF-X-1a file. Information on creating a proper PDF file is available on the Magazines Canada website (www.magazinescanada.ca).
- Ad Portal CANNOT accept TIFF/IT or CT LW files, nor native files such as Microsoft Word, QuarkXPress, or Adobe InDesign, Photoshop or Illustrator.
- Do not use Spot colours or RGB art. Keep all colours CMYK. Keep any Black/Grey type as one-colour black (no four colour black text).

AD PORTAL TECH SUPPORT

Marie-Annick Pelletier • 514 392-2034
prodaffaires@tc.tc
Please do not forward ads to these contacts.

PRODUCTION INQUIRIES

Marie-Annick Pelletier • 514 392-2034
prodaffaires@tc.tc

INFORMATION



Attn: Josée Charette
1100, René-Lévesque Blvd. West
24th floor
Montreal, QC H3B 4X9
Phone: 514 392-9000
Fax: 514 392-4723
prodecono@tc.tc



Attn: Irene Picanco
37 Front Street East, 2nd floor
Toronto, ON M5E 1B3
Phone: 416 847-8181 or
1-866-704-8047
Fax: 416 360-8846



Special Publication



ETF Guide 2018

May 2018

Space: March 9 • Material: March 16 • Dist: April 30

In the last few years, the marketplace for exchange-traded funds (ETFs) has exploded. ETFs have moved far beyond the first simple products that mimicked the performance of an index. Now there are many varieties designed to give clients access to different financial assets and industry sectors. This Special Report is designed to help financial advisors navigate this increasingly complicated landscape to find the right investment strategies for their clients.

Print run: IE: 40,000 • FI: 14,000
Page Rate: IE: \$14,995 • FI: \$8,760

Guide to Serving High Networth Clients

October 2018

Space: Aug. 3 • Material: Aug. 10 • Dist: Sept. 24

The Client Relationship Model, Phase Two (CRM 2), will alter fundamentally the relationship among advisors, their clients and their firms. This special guide will give advisors and their firms a comprehensive overview of the sweeping changes coming under what is a massive regulatory shift. The CRM 2 guide will provide a detailed outline of specific requirements under CRM 2, along with the appropriate dates; there will also be a short review of the first phase of the CRM, which is now completed.

Print run: IE: 40,000 • FI: 14,000
Page Rate: IE: \$14,995 • FI: \$8,760



Inserts

Client Supplied Inserts Specification Sheet

- Maximum size: 10" x 14"
- Minimum size: 7" x 10"*
- Print count: **Please ask your rep. for confirmation**

Inserts are hand inserted therefore paper stock is to your discretion. Please note that our publications may be folded at any time, so the use of stiff materials and/or cardboard is strongly discouraged (there also may be additional charges for heavier stock).

Rates for inserts are based on weight. Please discuss plans of size and construction with your account manager upon booking.

A sample is required and subject to approval. Samples can be sent to the attention of Sales Department at 37 Front Street East, 2nd floor, Toronto, ON M5E 1B3. Samples should be sent as soon as possible.

All inserts must be supplied finished size.

Inserts are due at our mailing house on the material closing date. Please see our rate card for closing dates.

Inserts must be sent directly to our mailing house:

Harrison Mailing
817 Brock Rd, Unit 1
Pickering ON L1W 3L9

Attn: Stuart Sullivan / Michelle Patfield

Phone: 905-420-1099 Fax (905) 420-9878 Toll Free: 1-800-663-6235

Please mark on all parts of the shipment: CLIENT NAME, PUBLICATION, ISSUE DATE, TOTAL NUMBER OF INSERTS and SPECIAL INSTRUCTIONS (if required). Please also provide a proof of creative that indicates which side is face up (even if it appears obvious).

If you have any questions, please contact the Sales Department:

MONTREAL: 514 392-4241 • ventes@finance-investissement.com

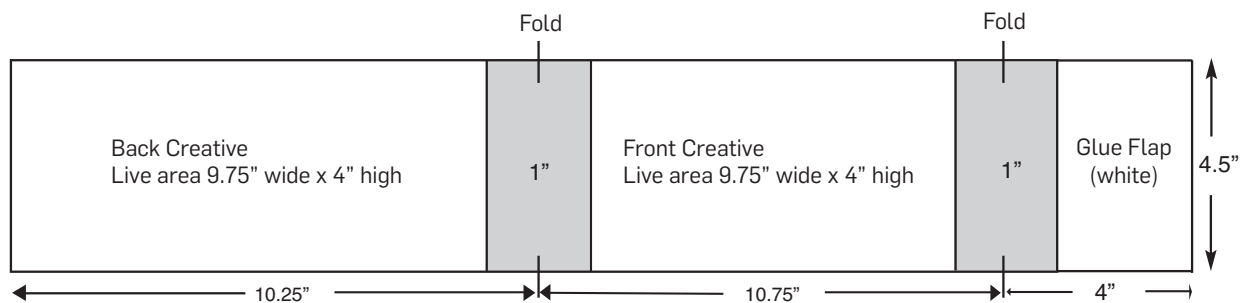
TORONTO: 416 847-5100 • adsales@investmentexecutive.com

* Inserts that are smaller than the requested minimum have a higher chance of falling out of the paper. We are not responsible for inserts that may fall out due to their small size.



Belly Band

Mechanical Requirements



Please keep this area clear of text to allow us to adjust for newspaper thickness.

Supply material unfolded and printed with colour on one side only.
Allow for two folds in artwork as outlined above.

Note: Newspaper page counts fluctuate therefore, type area must be no more than 9.75" x 4" to allow for variance in folding.

Please provide *Finance et Investissement* or *Investment Executive* with sample prior to printing.

Stock: minimum 70 lb

Adhesive: not required

Maximum height: 4.5"

Suggested width: 25"

Ship to*:

Harrison Mailing

817 Brock Rd.

Unit 1

Pickering ON L1W 3L9

Attn: Stuart Sullivan / Michelle Patfield

1 800 663-6235

* Ensure shipment clearly indicates publication title and issue date.





Top 25

The Quebec financial industry's Top 25 recognizes 25 professionals who have made their mark in the past year through their accomplishments and their influence in the industry. The candidates must live in Quebec, and an organization may have more than one candidate. All must work for a company whose mission is to amass, manage, or invest financial assets. Professionals working in the public or semi-public sector, property and casualty insurance, or regulation are not eligible. The winners will be chosen by a jury of financial industry personalities and *Finance et Investissement* editors.

For Sponsorship opportunities, please contact your Account Manager.



The winners, or their alternates, present at the gala.

Front row: Denis Berthiaume, Gaétan Veillette, Guy Cormier, Jean-François Chalifoux, Martin Thibodeau, Sylvie Demers, Valérie Cecchini, Paul Balthazard, Gino-Sebastian Savard, Louis Allard, Carole Chapdelaine, and Daniel Guillemette.

Second row: Gilles Garon, Stéphane Dulude, Jacques Lussier, Stephan Bourbonnais, Simon Lussier, Robert Dumas, Richard Gagnon, Eric-Olivier Savoie, Sylvain Brosseau, Éric Lauzon, Gilles Cloutier, Martin Gagnon, and Francis Sabourin.



Digital





InvestmentExecutive.com Finance-Investissement.com

Financial news that pertain to all industry stakeholders in regards to products, compliance, regulation, law, business development, special features and exclusive research, etc.



- ▶ Monthly Unique Visitors: **79,000** **44,000**
- ▶ Monthly Page Views: **295,000** **131,000**
- ▶ Visitors read an average of two articles per visit.
- ▶ Our digital platforms have seen a 23% increase in unique users since last year.

*Google Analytics - 3-month average - April-June 2017





Rich Media

(1 to 2)

1 Homepage Takeover

The screenshot shows the homepage of Investment Executive with several annotations:

- Leaderboard:** Located at the top right, it includes a 'Subscribe and Receive' section with options for Newsletters and Newsletters, and a 'Can Active advice with Active management maximize Client value?' banner.
- Wallpaper:** A large orange vertical banner on the right side of the page.
- Big Box:** A large orange box at the bottom right containing a 'Discover Active MIND SET' advertisement.

Other visible content includes the 'Active MIND SET' logo, 'CLARINGTON INVESTMENTS' logo, and a main article titled 'Moody's places six Canadian banks on review for downgrade'.

2 Pushdown (Available on IE only)

The screenshot shows the homepage of Investment Executive with a 'Pushdown' annotation pointing to a large advertisement for the '2013 SYMPOSIUM'. The advertisement features a group of people and the text '5,000 Financial professionals get their certificates on CE Place'. The advertisement is overlaid on the main content of the page.



Rich Media

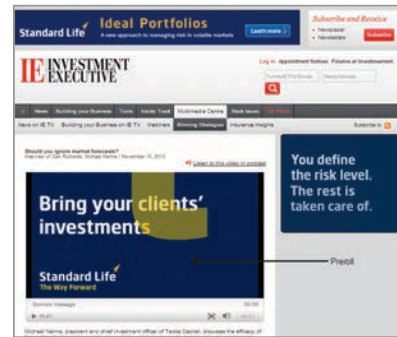
(2 to 2)

3 Catfish

Catfish →



4 Pre-roll



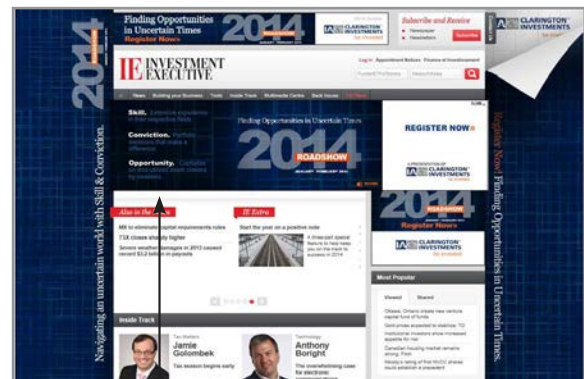
5 Partners' Place



Includes thumb nail and logo on front page of investmentexecutive.com website; up to 4 exclusive links to partner's website: (video, white paper, PowerPoint, etc.); Leader Board, Big Box or double BB. Contents on this section are provided by sponsor.

(Available on investmentexecutive.com only)

6 Belly Band



Belly Band



Email opportunities

7 Newsletters

Daily e-newsletters contain the latest news on the economy, financial markets, legal issues, corporate news, products, insurance, financial planning, etc.

investmentexecutive.com

The investmentexecutive.com daily newsletter has an average of **15,000 subscribers**.

The weekly e-newsletter readership has close to **15,000 subscribers**.

finance-investissement.com

The daily finance-investissement.com newsletter has an average of **8,500 subscribers**.

The weekly e-newsletter has close to **7,500 subscribers**.



8 Third Party E-mails

You can now send promotional emails featuring your products and services to **finance-investissement.com** and **investmentexecutive.com** subscribers lists.

Average number of mailings

Investment Executive: 11,200

Finance et Investissement: 5,500





2018 Rate Card

Effective October 1, 2017

All rates are in Canadian dollars and subject to change without notice. For more information or for examples of the ads we have created, please contact us at your convenience.

Advertisement	Size	CPM
Standard Size <i>Website and Mobile site</i>	• Leaderboard	728 x 90 \$254
	• Bigbox	300 x 250 \$254
	• Double Bigbox	300 x 600 \$254
Rich Media Size	• Voken/ DHTML / Top Layer	Variable IE: \$7,500 /week FI: \$3,500 /week
	• Catfish	1,000 x 60
	• Belly Band	1,000 x 250 IE: \$9,180 /day FI: \$5,200 /day
	• Split Box (Pre Roll) 15 or 30 secondes <i>(Standard - Social Medias - Video - Always On)</i>	\$300
	• Home Box 15 or 30 secondes	\$400
	RISING STAR <i>(Available only on Investment Executive.com)</i> • Billboard and Push-down banner	\$300
Homepage & Entry Point	Investment Executive 3 Leaderboards, 3 big boxes, and/or wallpaper, Crossover banner, Belly Band	\$9,180 /day
	Finance et Investissement 3 Leaderboards, 2 big boxes, and/or wallpaper, Crossover banner, Belly Band	\$5,200 /day
Newsletters	Investment Executive • 2 Leaderboards and 1 big box The daily newsletter has an average of 15,000 subscribers . The weekly e-newsletter readership has close to 15,000 . <i>*Based on a CPM of \$200 (3 formats). Price on request for newsletters with geolocation.</i>	\$2,800 / newsletter \$2,800 / newsletter
	Finance et Investissement • 2 Leaderboards The daily newsletter has an average of 8,500 subscribers . The weekly e-newsletter readership has an average of 7,500 subscribers . <i>*Based on a CPM of \$200 (2 formats). Price on request for newsletters with geolocation.</i>	\$1,600 / newsletter \$1,500 / newsletter
Third Party e-direct E-mail	Investment Executive • Average number of emails: 11,200	\$5,000 / email
	Finance et Investissement • Average number of emails: 5,500 <i>*Based on a CPM of \$500. Price on request for newsletters with geolocation.</i>	\$2,750 / email
Partners' Place Available on Investment Executive.com		\$7,500 /month



Content Marketing

28 | FINANCE ET INVESTISSEMENT LE SAVOIR D'ENTREPRISE | 16 novembre 2014

LE SAVOIR DE LA FINANCE SUN LIFE

SANTÉ ET BIEN-ÊTRE DES EMPLOYÉS : CE QUE LES GESTIONNAIRES DOIVENT SAVOIR...

59% des gestionnaires ont un plan d'épargne retraite (PER) pour eux-mêmes et pour leur famille.

41% des gestionnaires ont un plan d'épargne retraite (PER) pour eux-mêmes et pour leur famille.

67% des gestionnaires ont un plan d'épargne retraite (PER) pour eux-mêmes et pour leur famille.

À CÔTÉ DE LA MONDIALE, BONDS MARCHÉ, FOND DE BOURSE, OBLIGATIONS, FOND DE REACTIVATION, SÉRIE COMMENT SANTÉ ET BIEN-ÊTRE DES EMPLOYÉS PEUVENT CONTRIBUER.

VOUS AVEZ DES QUESTIONS AU SUJET DU RVER ?

FINANCE ET INVESTISSEMENT

Le savoir de la Financière Sun Life. Le RVER, un tout nouveau véhicule d'épargne retraite.

Minis comprendre les options de placement du RVER.

Financière Sun Life

Le savoir de ABC

ITAQUE SAM EXCEATQUIS IDIST

Offerte par : ABC





Content Marketing

What?

A content marketing product:

Content marketing lets organizations share their expertise with a target audience, improving their future sales potential. That's why Investment Group offers organizations the **Brand Knowledge** product.

Why?

The advantages of content marketing with Investment Group:

- **Get high quality marketing content production**
Investment Group has a team specializing in producing multiplatform marketing content aimed at the business community (article, white paper, video, computer graphics, webcasting, webinar).
- **Integrate your marketing content to Investment Group's practical platforms**
Various platforms are available to suit the desired coverage of your marketing content.
- **Investment Group gives you access to a very high qualified audience**
Reach advisors and other professionals in the financial services business in Canada.

How?

Content marketing process:

- The client shares their expertise on a specific topic and positions itself as a thought leader.
- This content does not include any advertising or promotional messages. The aim is to establish the expert's credibility and relevance.
- The client must complete a briefing paper, outlining the expertise/subject to be addressed in the content along with references to studies, list of experts and contact info of persons for content purposes. Consultation, interview, copywriting, and editing are handled by the B2B team at Investment Group.
- The publisher approves the subject and the tone of the content. Advertiser guides the production of the marketing content, whether written material or video, and approves it before it is released.
- A graph or illustration can be produced based on the advertiser's brand color, or the advertiser can submit a photo or image to accompany the content. In either case, the publisher and the advertiser must approve the image to be used.
- The advertiser owns all rights to the content and can use it as it sees fit.

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Content Marketing

Rates 2018

UPDATED: AUGUST 23, 2017



PRINT

FULL-PAGE in client's choice of section \$19 110 \$11 170

ONLINE

- Content production
- Creation of advertiser page in "Brand Knowledge" section
- Complete sponsorship (big box, leaderboard and wallpaper) of advertiser's page and articles (3 months)
- Promotion of content within the "Brand Knowledge" module (above the fold)
- Promotion of content in newsletters (1 newsletter/content)
Sponsorship (advertising) not included
- Promotion of content on social media
(1 Twitter and LinkedIn post/content)

Investmentexecutive.com

For 3 contents \$30,000 net

finance-investissement.com

For 3 contents \$17,000 net

WEBCAST OR WEBINAR

- Quarter-page print ad
- Client's choice of weekly e-newsletter
- One (1) e-blast before event

Webinar: \$15,000 net \$10,000 net

Webcast: \$18,000 net \$14,000 net

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