2018 MEDIA KIT

IE | INVESTMENT EXECUTIVE

FI | FINANCE ET INVESTISSEMENT

CANADA'S NEWS SOURCE
FOR FINANCIAL PROFESSIONALS

IE	FI
69,189 readers*	**21,720** readers*
79,000 unique visitors**	**44,000** unique visitors**

	IE	FI
LinkedIn	**1,706** subscribers	**2,293** subscribers
Twitter	**11,204** subscribers	**2,157** subscribers
Facebook	**5,408** subscribers	**10,628** subscribers

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

UPDATED: JUNE 22, 2018

Table of Contents

Newspapers

Digital

Newspaper

Printed versions

INVESTMENT EXECUTIVE

CANADA'S NEWS SOURCE FOR FINANCIAL PROFESSIONALS

Regulator asks: Show us proof of harm

New on the block

Talking, online

Calmly create wealth

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.

FINANCE ET INVESTISSEMENT

LE JOURNAL DES PROFESSIONNELS DU PLACEMENT

L'AMF doit améliorer ses suivis d'inspection

Nouvelle norme encore floue

Quelle valeur ajoutée, le CIM?

Prospérer l'esprit tranquille

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

	IE	FI
Circulation (July 2017):	37,520	12,251
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

IE

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%**

FI

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

IE

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%**

FI

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

IE

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%

FI

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

IE

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

FI

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

Source: Credo Consulting Inc., Study Readership 2016

INVESTMENT EXECUTIVE | FINANCE ET INVESTISSEMENT

Gross Rate 2018

Effective October 1, 2017

UPDATED: AUGUST 23, 2017

4 Colour Display Rate

INVESTMENT EXECUTIVE

# of Insertions	1-5 x	6-12 x	13-16 x	>16x
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

FINANCE ET INVESTISSEMENT

# of Insertions	1-5 x	6-12 x	13-16 x	>16x
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	3/5 PAGE	1/2 PAGE	2/5 PAGE	1/4 PAGE	1/5 PAGE
5 columns x 196 lines	4 columns x 147 lines	5 columns x 98 lines	5 columns x 79 lines	5 columns x 49 lines	5 columns x 40 lines
9.5″ x 14″	7.5667″ x 10.5″	9.5″ x 7″	9.5″ x 5.643″	9.5″ x 3.5″	9.5″ x 2.858″

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

CAREER	1-5 insertions	6-12 insertions	13-16 insertions	>16 insertions
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: JUNE 20, 2018

Month	Special Reports IE INVESTMENT EXECUTIVE	Special Reports FI FINANCE ET INVESTISSEMENT	Space Closing	Material Closing	Distribution*
JANUARY	**PRINT/WEB** • Quarterly Profit Survey • ***Consumer Insights*** – *Client Satisfaction Report Card* **WEB SPECIAL** • 2018 Business Plan	**PRINT/WEB** • Outlook 2018 • ***Consumer Insights*** – *Client Satisfaction Report Card*	Dec. 1, 2017	Dec. 8, 2017	Dec. 27, 2017
MID-JANUARY	**PRINT/WEB** • Outlook 2018		Dec. 15, 2017	Jan. 5, 2018	Jan. 22, 2018
FEBRUARY	**PRINT/WEB** • Report on the Nation • ***Consumer Insights*** – *Tax-Registered Plans* **WEB SPECIAL** • Blockchain in financial Services	**PRINT/WEB** • 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** • Advisors & Technology	**PRINT/WEB** • Top 25 Highlights of Award Winning Ceremony	Jan. 26, 2018	Feb. 2, 2018	Feb. 20, 2018
MARCH	**PRINT/WEB** • ***Consumer Insights*** – *Portfolio Composition and Product Selection* **WEB SPECIAL** • Federal Budget (when announced) **WEBINAR** • Federal Budget (when announced)	**PRINT/WEB** • Wealth Planning for Families • ***Consumer Insights*** – *Portfolio Composition and Product Selection* **WEB SPECIAL** • Federal Budget (when announced) • Quebec Budget (when announced) **WEBINAR** • Federal Budget (when announced)	Feb. 9, 2018	Feb. 16, 2018	March 5, 2018
APRIL	**PRINT/WEB** • Report Card: Regulators • ***Consumer Insights*** – *Financial Literacy Leader Report Card*	**PRINT/WEB** • 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

Information: **TORONTO**: adsales@investmentexecutive.com • **MONTREAL**: ventes@finance-investissement.com

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*
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*** – *Gender Differences*	**PRINT/WEB** • Report Card: Brokerage • ***Consumer Insights*** – *Gender Differences*	April 6, 2018	April 13, 2018	
JUNE	**PRINT/WEB** • Report Card: Dealers • ***Consumer Insights*** – *DIY Investors – The Impact of Robo-advisors*	**PRINT/WEB** • Report Card: Multidisciplinary • ***Consumer Insights*** – *DIY Investors – The Impact of Robo-advisors*	May 11, 2018	May 18, 2018	June 4, 2018
JULY	**PRINT** • Report Card: Banks & Credit Unions	**PRINT**	June 1, 2018	June 8, 2018	June 25, 2018
AUGUST	**PRINT/WEB** • Report Card: Insurance • ***Consumer Insights*** – *Insurance*	**PRINT/WEB** • Insurance year in review (if AMF releases report) • ***Consumer Insights*** – *Insurance*	July 6, 2018	July 13, 2018	July 30, 2018
SEPTEMBER	**PRINT/WEB** • Report Card: Advisors • Decade of Change - Part 1 of 3 • ***Consumer Insights*** – *Education and Wealth*	**PRINT/WEB** • ***Consumer Insights*** – *Education and Wealth* **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

Information: TORONTO: adsales@investmentexecutive.com • **MONTREAL**: ventes@finance-investissement.com

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	**PRINT/WEB** • Decade of Change - Part 2 of 3 • ***Consumer Insights*** – *Value of Advice*	**PRINT/WEB** • Insurance Barometer • ***Consumer Insights*** – *Value of Advice*	Aug. 31, 2018	Sept. 7, 2018	Sept. 24, 2018
MID-OCTOBER	**IE's Guide for advisors serving High Net-worth clients**	**Le Guide FI des conseillers en gestion de patrimoine**	Sept. 11, 2018	Sept. 14, 2018	Oct. 15, 2018
	PRINT/WEB • Special Report: Tax Planning	**PRINT/WEB** • Report on tax planning	Sept. 21, 2018	Sept. 28, 2018	
NOVEMBER	**PRINT/WEB** • Decade of Change - Part 3 of 3 • ***Consumer Insights*** – *Charitable Giving* **WEBINAR** • Tax Planning	**PRINT/WEB** • Report Card: Mutual Fund Special • ***Consumer Insights*** – *Charitable Giving* **WEB SPECIAL** • Tax Planning	Oct. 4, 2018	Oct. 12, 2018	Oct. 29, 2018
MID-NOVEMBER	**PRINT/WEB** • Special Report: Retirement Planning • ***Consumer Insights*** – *Retirement Planning*	**PRINT/WEB** • Special Report: Retirement Planning • ***Consumer Insights*** – *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* **WEB SPECIAL** • Advent Calendar	Nov. 2, 2018	Nov. 9, 2018	Nov. 26, 2018

****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.

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

- 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 TIFFITS 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

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prodecono@tc.tc

INVESTMENT EXECUTIVE
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

HNW Guide

Mid-October 2018

Space: Sept. 11 • Material: Sept. 18 • Dist: Oct. 15

Attracting high net-worth (HNW) clients and their families to your practice can be a challenge. Among other things, advisors should have a solid understanding of what the HNW client requires in the way of financial products and services, and how these needs can be met. Investment Executive's HNW Guide highlights the characteristics of these potentially lucrative clients and offers strategies designed to help you serve this market.

Print run: IE: 43,000 • 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

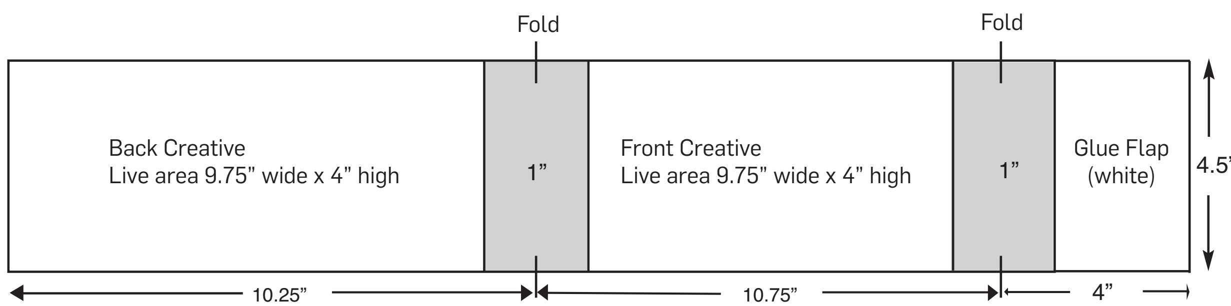
Please mark on all parts of the shipment: CLIENT NAME, PUBLICATION, ISSUE DATE, TOTAL NUMBER OF INSERTS and SPECIAL INSTRUCTIONS (if required). Please also provide a proof of creative that indicates which side is face up (even if it appears obvious).

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.

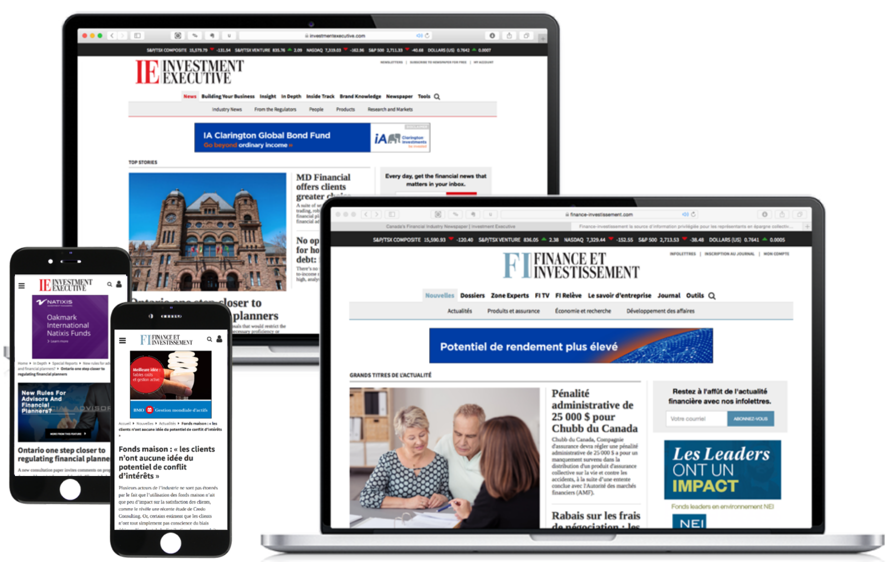
For Sponsorship opportunities, please contact your Account Manager.

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



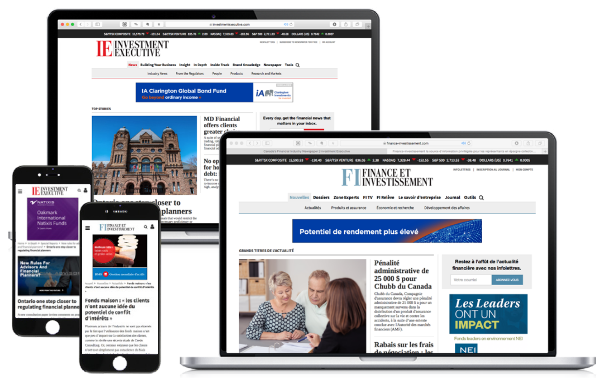
IE INVESTMENT EXECUTIVE
IA Clarington Global Bond Fund
MD Financial offers clients greater
Ontario one step closer to regulating financial planners
FI FINANCE ET INVESTISSEMENT
Potentiel de rendement plus élevé
Pénalité administrative de 25 000 $ pour Chubb du Canada
Les Leaders ONT UN IMPACT
Fonds maison : « les clients n'ont aucune idée du potentiel de conflit d'intérêts »

InvestmentExecutive.com
Finance-Investissement.com

High-quality financial news and analysis that focuses on products, compliance, regulation, law, business development, special features, exclusive research, and lots more.

New for 2018!

The InvestmentExecutive.com and Finance-Investissement.com websites have been redesigned, redeveloped and reborn!



You'll see a fresh new look and user experience, but same great content!

We took this time to make some fun and interesting digital products. We would like to walk you though these changes!

Contact us:

TORONTO: adsales@investmentexecutive.com
MONTREAL: ventes@finance-investissement.com

	IE	FI
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

Demographic snapshot:

Gender
Female: 32% • Male: 68%

Users by age group:

18-24:	6%
25-34:	27%
35-44:	25%
45-54:	21%
55-64:	14%
65+:	7%

Google Analytics: Jan. 1 to March 31, 2018 - InvestmentExecutive.com

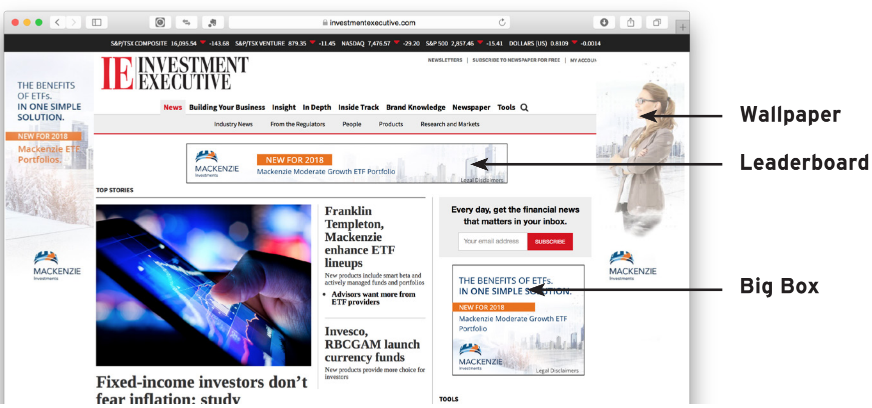
New and improved for 2018!

Site Takeover

We combined the best of the the HPTO and EPTO into one offering to give you the most exposure possible.

Site Takeovers include all ad positions (LB, BB, DBB and mobile) as well as a clickable wallpaper for one entire day.

**Some exclusions may apply*



Responsive Design

Our responsive site provides our audience with the user experience they need to access our content from anywhere.

Specialty eNewsletters

Want to take an eDirect to the next level? Have content ready to go?

Even if you don't, Specialty eNewsletters place a mix of content that focuses on a single theme into one engaging eNewsletter! See more about this in 'Content Marketing'

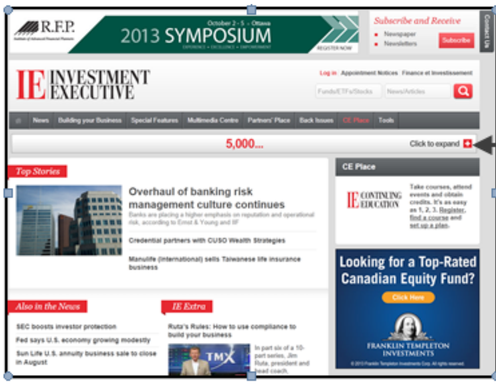
MORE NEW AND NOTABLE

- Sponsored Content in editorial stream
- Audience Retargeting (TC Media Network)
- Audience Retargeting (external network)
- Audience Segmenting (via content) & Lookalike

And more!

Rich Media

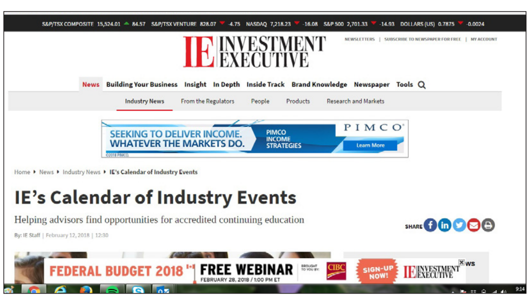
Pushdown



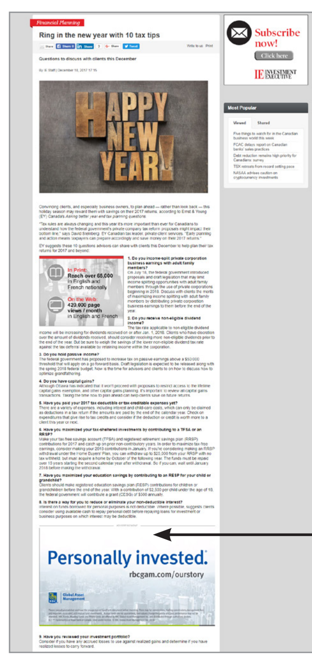
Pushdown

Catfish

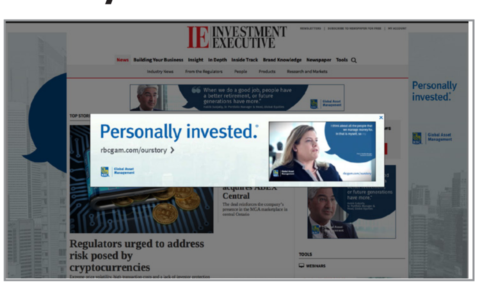
Catfish



Out-stream (In-Content) video



Belly Band



Email opportunities

eNewsletters

Daily eNewsletters 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.**

eDirects

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

UPDATED: MARCH 22, 2018

IE INVESTMENT EXECUTIVE   FI FINANCE ET INVESTISSEMENT

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 *Website and Mobile site*	• **Leaderboard**	728 x 90	$254
	• **Big box**	300 x 250	$254
	• **Double Big box**	300 x 600	$254
Rich Media	• **Catfish**	1 000 x 60	Per day rates: IE: $9,180 FI: $5,200
	• **Out-stream (In-Content) video**		
	• **Belly Band**	1 000 x 250	
	For a complete overview of supported ads please see the TC Media Technical Specifications document		
Site Takeover	***Investment Executive*** 3 Leaderboards, 3 big boxes, and *wallpaper*		$9,180 /day
	Finance et Investissement 3 Leaderboards, 2 big boxes, and *wallpaper*		$5,200 /day
eNewsletters	***Investment Executive*** • 2 Leaderboards and 1 big box		
	Daily newsletter • **15,000 subscribers**		$3,000 / newsletter
	Weekly • **15,000 subscribers**		$3,000 / newsletter
	**Based on a CPM of $200 (3 formats). Price on request for eNewsletters with geolocation.*		
	Finance et Investissement • 2 Leaderboards and 1 big box		
	Daily newsletter • **8,500 subscribers**		$1,700 / newsletter
	Weekly • **7,500 subscribers**		$1,500 / newsletter
	**Based on a CPM of $200 (2 formats). Price on request for eNewsletters with geolocation.*		
eDirect	***Investment Executive*** • **11,200 subscribers**		$5,600 / email
	Finance et Investissement • **5,500 subscribers**		$2,750 / email
	**Based on a CPM of $500. Geotargeting available*		
Partners' Place	Available on ***InvestmentExecutive.com*** *Promote your events on InvestmentExecutive.com and in the daily eNewsletters*		$7,500 /month

Content Marketing

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 ***Brand Knowledge*** opportunities.

Why?

Advantages of content marketing with the Investment Group:

- **Get high quality marketing content production**
  Investment Group has a team specializing in producing multiplatform marketing content aimed at the financial community (article, white paper, video, computer graphics, webcasting, webinars).
- **Integrate your marketing content to Investment Group's 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 industry 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.

IE INVESTMENT EXECUTIVE FI FINANCE ET INVESTISSEMENT

Content Marketing

Rates 2018

UPDATED: MARCH 3, 2018

	IE	FI
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)

		IE	FI
Investmentexecutive.com	**For 3 contents**	$30,000 net	
finance-investissement.com	**For 3 contents**		$17,000 net

NEW FOR 2018 • SPECIALTY ENEWSLETTERS .... $8,000 /eNewsletter

3 or more - 15% off

- Align your brand with hot topic areas and editorial content
- Ad exclusivity alongside content in the eNewsletter
- Delivered to advisors' inboxes

WEBCAST OR WEBINAR

Custom and scalable options available. Contact your account manager for details.

	IE	FI
Webinar:	$15,000 net	$10,000 net
Webcast:	$18,000 net	$14,000 net

IE INVESTMENT EXECUTIVE

FI FINANCE ET INVESTISSEMENT

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