

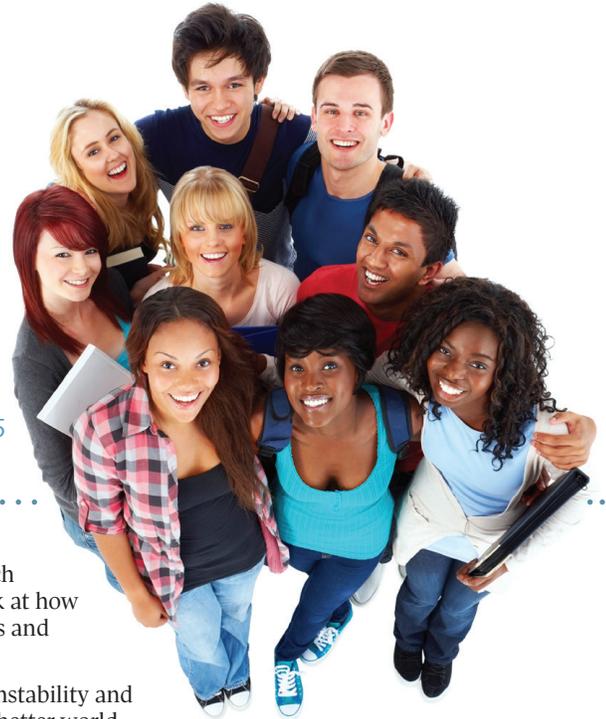
NATIONAL

CANADIAN UNIVERSITY REPORT 2016

THE GLOBE AND MAIL 

Publication date: Tuesday, October 20, 2015 Ad close: Monday, September 7, 2015

Material deadline: Thursday, September 17, 2015



FOSTERING FUTURE CHANGE AGENTS:

The annual Canadian University Report magazine is aimed at students considering which university to attend, as well as their parents and educators. This year the report will look at how Canada's universities are helping undergraduate students develop into the future leaders and creators who will make change.

Generation 'Z' (loosely, the cohort following Millennials), raised in an era of economic instability and a growing list of global concerns, is a generation where many are determined to build a better world.

While many are already engaged in social entrepreneurship, these students will face the enormous task of taking on the increasingly complex global issues facing Canada and the world. Recognizing this generation's aspirations and challenges, universities are offering young people various avenues to develop the skills, experience and knowledge they'll need to make a real impact globally - whether through the sciences or humanities, and in the private or non-profit sectors.

In addition to the main topic, the magazine offers comprehensive advice to students still considering, and those already heading off to university:

- › Journalist-produced list profiling more than 60 Canadian universities gleaned from current-student surveys, at-a-glance metrics and external sources
- › Practical tips on:
 - Choosing a school that suits the student
 - Preparing academically, emotionally and practically
 - Surviving and thriving once there

GlobeConnect offers comprehensive packages that reach key audiences through hyper-targeted content. Print, web, mobile, social and search are offered with each ad package. Available extension onto Alliance partner sites truly optimizes the impact of your brand message. **Plus, all GlobeConnect reports that are hosted on our site receive rotational promotion on the homepage of GlobeandMail.com for one full month.**

PROMOTIONAL OPPORTUNITIES AVAILABLE:

- › Sponsored e-zine version of the magazine
- › Additional GlobeConnect series at key decision-making points in the calendar year, in print and online
- › Additional online-exclusive material for the magazine's subhub on the Globe site, including video and current-student centred stories
- › Social media-centred content, ranging from pre-publication survey participation, to Twitter chats, to an Ask Me Anything on Reddit, and engagement around student-centred projects and initiatives
- › Native content around key issues, such as international students, or current fundraising drives or milestones
- › Sponsored searchable web-based or mobile app version of the university profiles, allowing prospective students to search by custom criteria

WHY YOU SHOULD ADVERTISE IN THIS FEATURE:

- › Children tend to follow in their parents' educational footsteps
- › **About 60 percent** of Globe readers are **university graduates** (Index 161)
- › **622,000** print and online readers have children age 12-17...the next university cohort
- › Globe readers are more likely to have children post-secondary bound
- › **230,000** say their children will start college/university next year (**Index 123**)

Source: NADbank 2013 - 48 National Readership Markets (Print Weekly and Online Readers)

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