

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



INSURANCE TRENDS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

As extreme weather events, such as storms and flooding become the “new normal,” the right property and casualty insurance coverage is more critical than ever. With increasing risks, a suitable insurance coverage brings peace of mind and protection from financial devastation. Despite uncertainty in the global market, Canada’s insurance industry remains one of our nation’s strongest sectors – one that is dedicated to helping people and businesses mitigate risk and enhance financial security.

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Produced in co-operation with Insurance Canada, we will explore the following editorial highlights:

INNOVATIVE INSURANCE PRODUCTS. Whether it’s individual life, health, disability, car, home or liability insurance, or a broad range of business coverages, insurance companies now offer a bevy of products tailored to suit a wide variety of needs.

THE FINE PRINT. In a complex environment, businesses and consumers need professional guidance to ensure they have the right coverage.

THE RIGHT ADVICE. What do consumers need to know about industry designations and the education and ethics they represent?

HARNESSING BIG DATA. We highlight the impact of big data on the industry and the families and businesses that depend on the right coverage.

THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES*

Our weekday readers are:

64% more likely to be senior managers/owners

31% more likely to be professionals

2x as likely to have household incomes of \$200,000+

REACH YOUR MARKET**



IN PRINT...

1,074,000

WEEKDAY READERS

1,669,000

SATURDAY READERS



ONLINE...

3.8 million

UNIQUE VISITORS

3.6 million

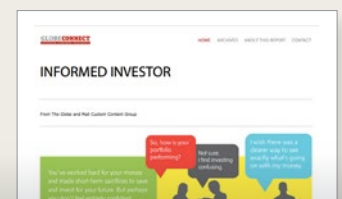
UNIQUE MOBILE VISITORS



+ Increase your reach and audience with SOCIAL MEDIA AMPLIFICATION...

See page 2 for details...

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

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PRINT

DIGITAL

SOCIAL

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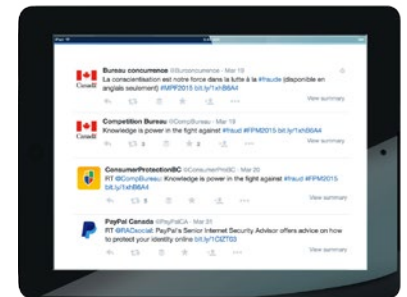


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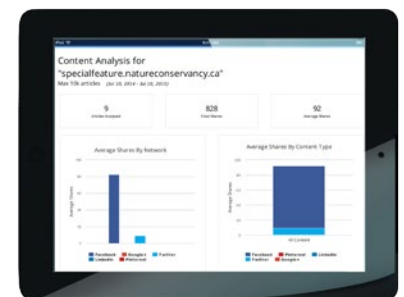
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS

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