

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

We live in a world that is more and more connected, with the Internet touching almost all aspects of our daily lives. As Canadians enjoy social interactions online and “like,” tweet, post or share information, chances are strangers – and maybe even scammers – are taking notice. An increase in identity fraud is demanding greater public awareness about the hidden dangers lurking on Facebook, Twitter, Instagram and other social favourites, as well as developing online habits designed to keep Canadians safe.

	<b>GOING LIVE IN PRINT AND ONLINE:</b> NOVEMBER 30, 2016	<b>GET INVOLVED BY:</b> OCTOBER 19, 2016	<b>MATERIALS DUE:</b> NOVEMBER 23, 2016
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**Proposed editorial highlights:**

**ADVICE AND ADVOCACY.** We ask the experts about the latest trends and their views on what information can be shared without opening up opportunities for identity theft.

**EDUCATION AND TRAINING.** What are some of the resources available for Canadians of all ages as well as businesses to protect themselves?

**APPS AND GADGETS.** The technology industry is responding by developing tools that increase our safety – what are the latest innovations?

**KIDS AND TEENS.** We highlight initiatives designed to protect young Canadians from cyber crime.

**FINANCIAL SAFETY.** How is the financial sector implementing safety measures in response to the latest scams?

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IN PRINT...

**1,074,000**

WEEKDAY READERS

**1,669,000**

SATURDAY READERS



ONLINE...

**3.8 million**

UNIQUE VISITORS

**3.6 million**

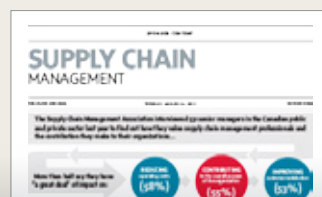
UNIQUE MOBILE VISITORS



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**NEXT STEPS?** Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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## CYBER SECURITY



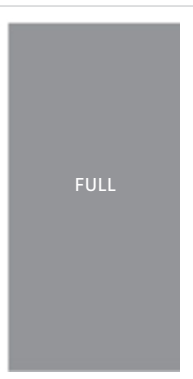
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### DIGITAL

### SOCIAL

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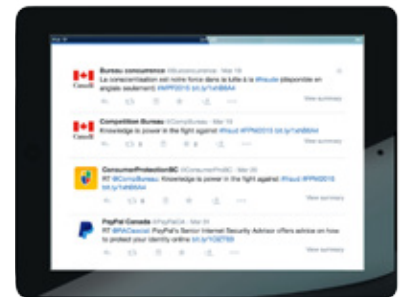


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