

SCIENCE AND TECHNOLOGY



PUBLICATION DATES: Monday, May 15, 2017

GET INVOLVED BY: Monday, April 24, 2017

MATERIAL DUE: Monday, May 1, 2017

From the depths of the ocean, to the barrens of the high Arctic, to the world within a single human cell, Canadian scientists are working at the frontiers of human knowledge. In this Special Report on Science and Technology - timed to coincide with National Science and Technology Week - The Globe and Mail will offer readers the most compelling and important stories and characters from the world of Canadian research as reported by some of the country's best science writers and storytellers. Report on Science and Technology will be must-read material for scientists, students, researchers, investors and government policy-makers alike.

ADVERTISING OPTIONS

Editorial special reports are available across digital and newspaper. Each media is offered separately; speak to your Globe and Mail Account Manager for cross-platform packages.

DIGITAL

500,000 impressions

- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
- } **\$11,500**

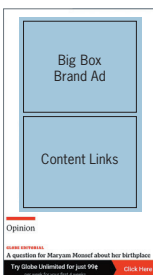
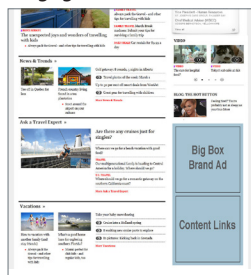
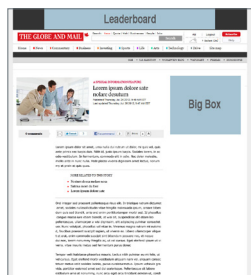
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

Co-branded impressions: 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

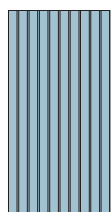
Branding next to content.

Content promotion via audience engagement units.

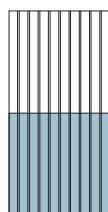


NEWSPAPER

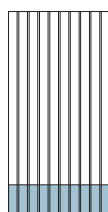
Rate card or contract rates apply. Additional size options available.



FULL PAGE
10 col x 280 ag
9.88" x 20.0"



1/2 PAGE
10 col x 140 ag
9.88" x 10.0"



BANNER
10 col x 47 ag
9.88" x 3.36"



REACH YOUR MARKET*



ONLINE...

18 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM, ALLIANCE)

6.5 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM)

Source: comScore, Omniture, Doubleclick

WITH POWERFUL INTERACTIVITY RESULTS...

35% higher reading time

Over 2 minutes on special report articles vs. GAM site average

3x higher CTR

On ads next to content vs. GAM site and Canadian average

Source: comScore, Omniture, Doubleclick



IN PRINT...

1,318,000

(WEEKDAY READERS)

Source: Vividata Q2 2016

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

- The Globe newspaper connects you to **1.2 million** Adult 18+ readers every weekday
- **3.9 million** go to our website weekly for their news and information
- **1.2 million** print & digital readers work in the fields of Science or Technology

Source: Vividata Q2 2016 A18+ National

For additional information, please contact **KEITH RYDER**, Brand Partnership Manager, Special Reports

kryder@globeandmail.com