

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



RAIL POWER

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

With 48,000 kilometres of track, Canada has one of the largest rail networks in the world. From moving passengers to delivering vital materials and goods, our railways have been designed to meet the challenges of Canada's diverse geographic nature and vast size. But as our economy expands, rail systems are facing increasing demand and the need to continually innovate practices and technology in order to meet the needs of the modern global economy.



GOING LIVE IN PRINT AND ONLINE:
DECEMBER 5, 2016

GET INVOLVED BY:
OCTOBER 31, 2016

MATERIALS DUE:
NOVEMBER 28, 2016

Proposed editorial highlights:

CAPACITY AND RELIABILITY. We highlight the factors fuelling rail transportation demand: sustainability measures, seasonal or variable business needs and service reliability under severe weather conditions.

SAFETY. We explore the measures that can help railway companies ensure operational safety.

SUSTAINABILITY. What makes rail freight transportation more fuel-efficient than other means of transportation and how are Canada's railways improving their environmental performance?

INNOVATION. We explore the role of innovation in the future of railway transportation.

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...

1,298,000

WEEKDAY READERS

1,864,000

SATURDAY READERS



ONLINE...

6,584,000

UNIQUE VISITORS EVERY MONTH

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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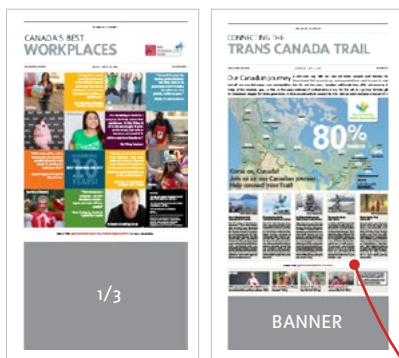
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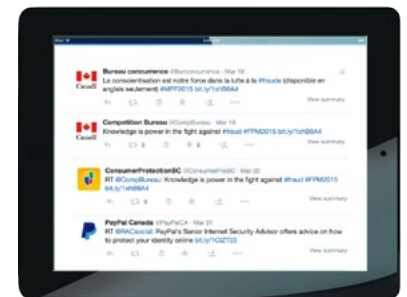


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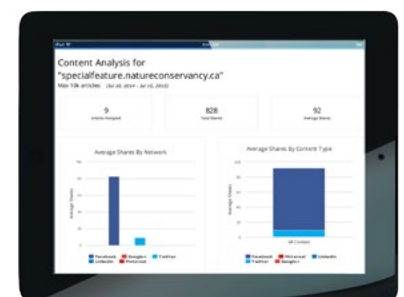
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