

THE GLOBE AND MAIL

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

In today's fast-paced world, we frequently hear about emerging social issues, medical developments and new technology, which bring unique moral and legal implications. These developments require careful consideration and potential updates to laws and regulations. Legal experts across the country are responding to these challenges with legal innovations – they build prototypes of products, services, processes and strategy to improve the effectiveness of the legal system and their organizations.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 29, 2016

GET INVOLVED BY:
OCTOBER 18, 2016

MATERIALS DUE:
NOVEMBER 22, 2016

Proposed editorial highlights:

LAW FIRMS. We profile Canada's top firms and partners, as well as incubators and collaborations at the forefront of legal innovation.

LAW SCHOOLS. What are the schools and programs that are shaping Canada's legal profession?

ENTREPRENEURSHIP. We explore examples of legal tech entrepreneurship that have influenced the legal profession in Canada.

CONNECTIONS. What are some of the strong and lasting domestic and global relationships that draw on Canadian expertise?

LEGAL AND FINANCIAL INNOVATION. We explore the dynamic field where legal and financial innovation intersect, and some of the implications for law firms and financial institutions.

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**



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1,074,000

WEEKDAY READERS

1,669,000

SATURDAY READERS



ONLINE...

3.8 million

UNIQUE VISITORS

3.6 million

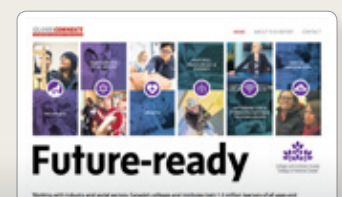
UNIQUE MOBILE VISITORS



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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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LEGAL INNOVATION



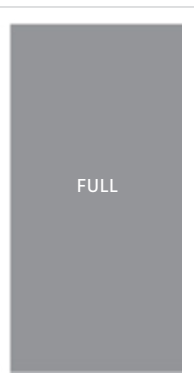
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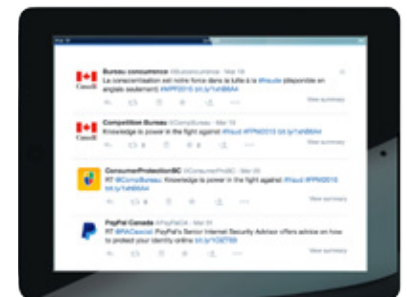


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