

# CANADA'S ECONOMIC FUTURE



**PUBLICATION DATES:** May 10, 2017

**GET INVOLVED BY:** April 19, 2017

**MATERIAL DUE:** April 26, 2017



Canada's economic past has been heavily reliant on the exploitation of natural resources – from furs to lumber to oil and gas. The future could – and should – look much different if Canada's prosperity is to continue. On May 10, 2017, The Globe and Mail will publish a special report on Canada's Economic Future as part of its Canada 150 Series. In it, we'll look at the direction Canada's economy is taking today and the small shoots that are showing to indicate where we're heading 10, 25 and 50 years from now; in biotechnology, green energy, medical research and innovation, and much more. It will be an indispensable resource for educators, innovators, investors and those hoping to shape public policy around future generations. Don't miss this opportunity to be part of this aspirational content opportunity. To learn more and book your space today, speak with your Globe representative today.

## 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**

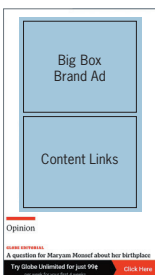
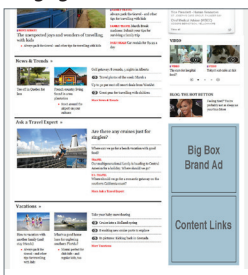
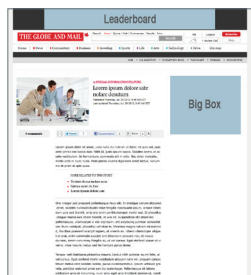
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

**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.

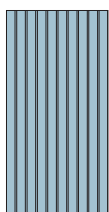
Branding next to content.

Content promotion via audience engagement units.

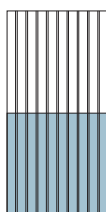


### NEWSPAPER

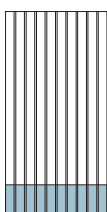
Rate card or contract rates apply. Additional size options available.



**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 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
- **485,000** print & digital readers are in Senior Management roles

\*Source: Comscore Q2 2016, Vividata Q2 2016 A18+ National (Small Business based on Stats Canada definition of 100 employees or less)

\*\*Source: Vividata Q2 2016 A18+ National

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

[kryder@globeandmail.com](mailto:kryder@globeandmail.com)