

CANADIAN ENTREPRENEURSHIP

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GET INVOLVED BY: March 15, 2017

MATERIAL DUE: March 22, 2017

Entrepreneurship is a powerful force that drives productivity, job creation and economic growth. Countries with higher levels of entrepreneurial activity tend to be better off economically, and nowhere is it more culturally rooted than here in Canada.

On April 5, 2017, The Globe and Mail will publish a special report on Canadian Entrepreneurship as part of its Canada 150 Series.

In it, we'll take a look at entrepreneurs of yesterday and today who have made fundamental impacts on our country's economy and society. Not only will we highlight the individuals, but also what their innovation and spirit has meant to Canada.



CANADA 150

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

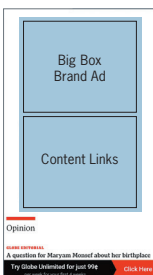
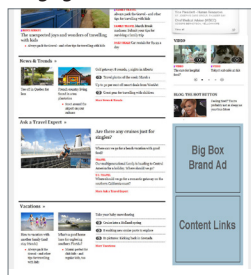
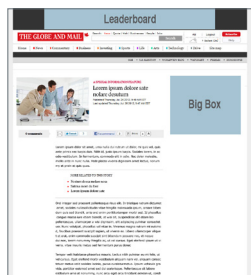
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

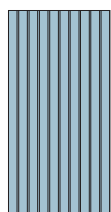
Branding next to content.

Content promotion via audience engagement units.

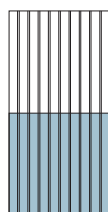


NEWSPAPER

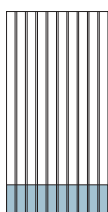
Rate card or contract rates apply. Additional size options available.



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*

- **3.9 million** go to our website weekly for their news and information
- **1.6 million** print & digital readers are Entrepreneurs, Small Business Owners or manage a business
- They are responsible for making business decisions **worth \$34.4 billion**

Source: Vividata Q1 2016 ***comScore Q2 2016

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