

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



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...

Great advertising is a prudent commercial investment – not a cost. Proof comes in the winning of a prestigious CASSIES award, in which rigorously reviewed and published case studies demonstrate that great advertising generates returns in a wide variety of circumstances and timeframes.



GOING LIVE IN PRINT AND ONLINE:
FEBRUARY 23, 2017

GET INVOLVED BY:
JANUARY 12, 2017

MATERIALS DUE:
FEBRUARY 16, 2017

Capitalizing on the momentum of the February 22 award presentations and produced in partnership with sponsoring CASSIES award winners, the feature will include the following editorial highlights:

DRIVEN BY RESULTS. We take readers behind the scenes of innovative and successful advertising campaigns and explore how objectives, teamwork, creative development and other processes yielded client-side results.

CASE STUDIES. By profiling this year's winners, we'll bring due recognition to the ad agencies and their clients that have achieved a significant and measurable return on investment.

BEST PRACTICES. What are some of the industry's recognized marketing and advertising best practices?

INDUSTRY RECOGNITION. We explore the role of awards like the ICA, AAPQ/APCM, the CASSIES and the annual prestigious Cannes Lions International Festival of Creativity in shaping today's advertising.

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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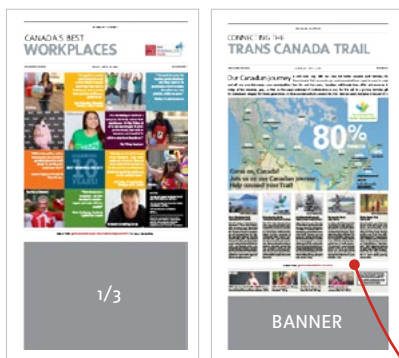
ADVERTISING IMPACT 2017 CASSIES AWARDS WINNERS



PRINT

CHOOSE YOUR AD SIZE AND FREQUENCY

We will boost your investment value by presenting custom content opportunities designed to deliver readership value and support your strategic interests.



DIGITAL

PUBLISH

See your special feature content housed in the globeandmail.com special features hub:



OR for added global visibility, publish on a custom special feature website:



ADVERTISE

Co-branded digital ads on globeandmail.com promote brand awareness and drive to your site and special feature content:



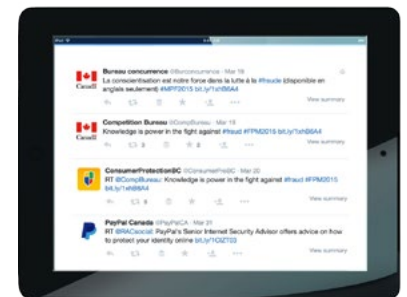
SOCIAL

AMPLIFY

Mobilize content, conversations and build your social media influence, engagement and audience. Choose from a suite of services:

- > CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)
- > STRATEGY > DAILY UPDATES

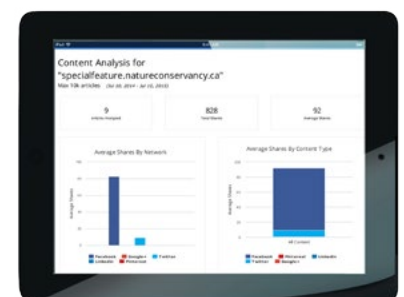
PLUS



- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS