

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...

Earth Day represents an opportunity to highlight the efforts and initiatives that are leaving an impact on Canada's environmental sustainability performance. From developing low-carbon energy systems and utilizing new technology and innovation, to embracing environmentally responsible practices, leading organizations are proving that going green can be done – and it's good business.

	GOING LIVE IN PRINT AND ONLINE: APRIL 21, 2017	GET INVOLVED BY: MARCH 10, 2017	MATERIALS DUE: APRIL 14, 2017
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Proposed editorial highlights:

CLEAN ENERGY. How can Canada realize its vast renewable energy potential and accelerate the shift away from fossil fuels?

INNOVATION. We explore the role of technology in providing innovative solutions to climate challenges as well as driving Canada's economic sustainability.

CLIMATE ADAPTATION. What are some of the measures that can help Canada prepare for climate change impacts?

GREEN INFRASTRUCTURE. How can green infrastructure improve the environmental performance of our communities?

RESEARCH AND EDUCATION. We highlight the contributions of leaders in sustainability research and education.

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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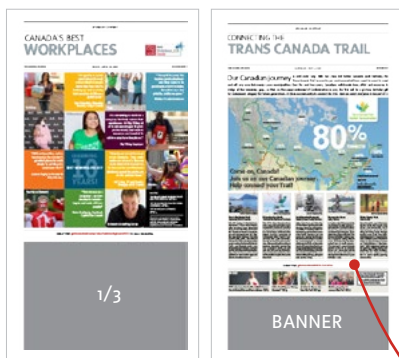
CLIMATE STRATEGIES



PRINT

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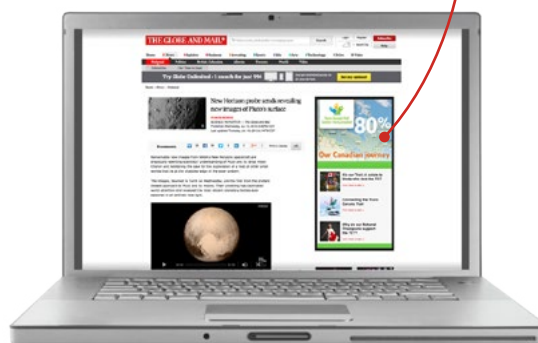


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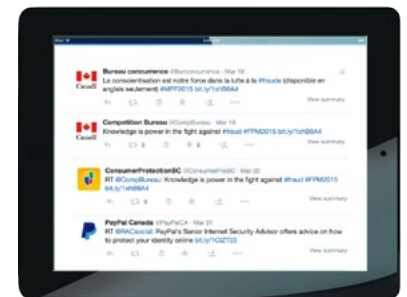
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AMPLIFY

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- > STRATEGY > DAILY UPDATES

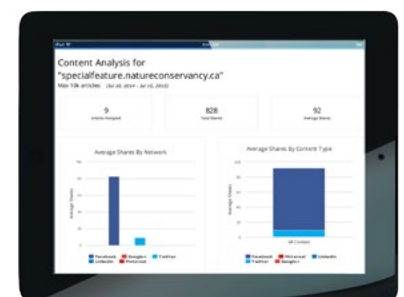
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- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS