

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



# CYBER SECURITY

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Living in a hyper-connected world brings certain advantages. But with them comes a host of cyber security risks that affect a growing number of people and businesses every day. Since cyber threats are constantly evolving and impact all levels of society, experts call for a collaborative approach, and increased awareness and education for promoting secure digital engagement practices.



**GOING LIVE IN PRINT AND ONLINE:**  
MARCH 21, 2017

**GET INVOLVED BY:**  
FEBRUARY 7, 2017

**MATERIALS DUE:**  
MARCH 14, 2017

**Proposed editorial highlights:**

**INDUSTRY LEADERS AND BEST PRACTICES.** We highlight best practices and efforts of industry leaders in keeping their – and their clients' – information secure.

**ADVICE AND ADVOCACY.** We ask the experts about the latest trends and their views on what information can be shared without opening up opportunities for identity theft.

**EDUCATION AND TRAINING.** What are some of the resources available for Canadians of all ages as well as businesses to protect themselves?

**APPS AND GADGETS.** The technology industry is responding by developing tools that increase our safety – what are the latest innovations?

**FINANCIAL SAFETY.** How is the financial sector implementing safety measures in response to the latest scams?

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WEEKDAY READERS

**1,669,000**

SATURDAY READERS



ONLINE...

**3.8 million**

UNIQUE VISITORS

**3.6 million**

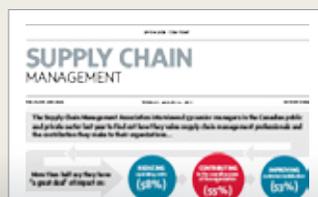
UNIQUE MOBILE VISITORS



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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](mailto:rdeacon@globeandmail.com)

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## CYBER SECURITY



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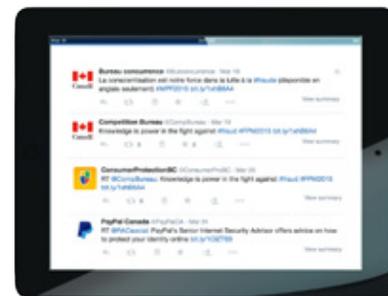
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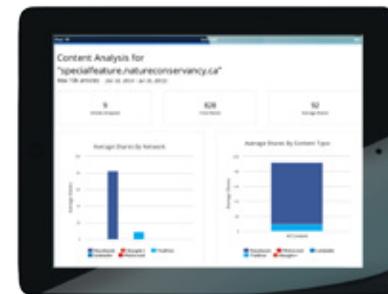
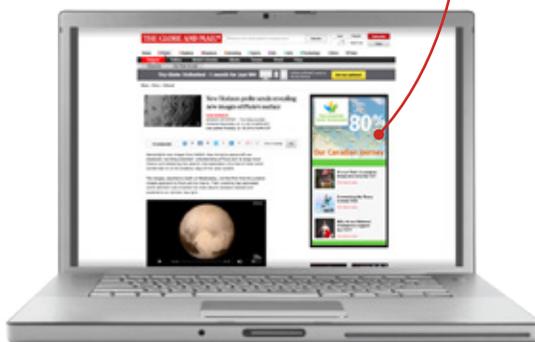
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