

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

STEM – Science, Technology, Engineering and Mathematics – benefits society in many ways, from breakthrough drugs to safe structures, more efficient and sustainable forms of transportation, convenient apps and innovative forms of workplace organization. Maintaining Canada's capacity for producing advanced STEM skills and finding new ways to foster demand for these skills through business innovation remain essential for sustaining and improving our quality of life.



GOING LIVE IN PRINT AND ONLINE:
APRIL 6, 2017

GET INVOLVED BY:
FEBRUARY 23, 2017

MATERIALS DUE:
MARCH 30, 2017

Proposed editorial highlights:

INNOVATION. We explore programs for fostering an entrepreneurial spirit and giving STEM students the opportunity to apply what they've learned.

INSPIRATION. We explore initiatives, workshops and camps across the country that promote STEM education and inspire students at an early age.

COLLABORATION. What are some of the industry leaders, non-profit organizations and businesses teaming up with schools and youth-focused non-profits to raise STEM-related competencies?

LEARNING TOOLS. We highlight programs and curricula that integrate technology and hands-on learning into STEM education.

DIVERSITY. What's the outlook for women and other underrepresented groups in fields like engineering and technology?

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

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REACH YOUR MARKET**



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1,074,000

WEEKDAY READERS

1,669,000

SATURDAY READERS



ONLINE...

3.8 million

UNIQUE VISITORS

3.6 million

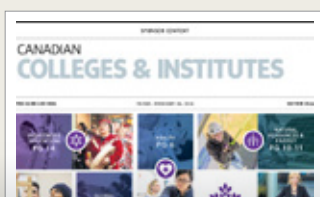
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See page 2 for details...

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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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STEM EDUCATION

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SOCIAL

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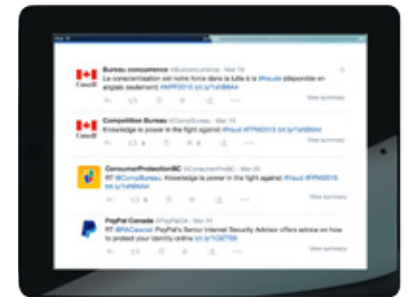
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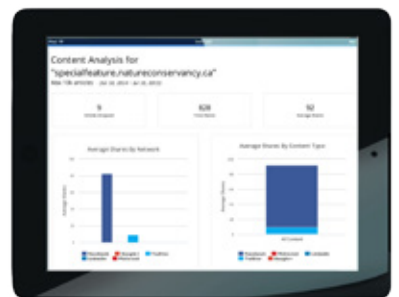
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