

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



CANADA'S 150TH ANNIVERSARY

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

In 2017, Canada celebrates its 150th anniversary of Confederation. Individuals, families, organizations and businesses across the country are coming together to celebrate this major national milestone. The many pan-Canadian projects, activities, performances and initiatives are designed to create shared experiences that strengthen the Canadian community, boost its resilience and recognition, and point the way towards a sustainable future.



GOING LIVE IN PRINT AND ONLINE:
JUNE 30, 2017

GET INVOLVED BY:
MAY 19, 2017

MATERIALS DUE:
JUNE 23, 2017

Proposed editorial highlights:

ACROSS THE COUNTRY. We highlight the projects and initiatives that will bring Canadians together to celebrate, participate in events and share experiences.

MILESTONES. What are some of the milestones that define our nation and have shaped the values and goals of Canadians?

DIVERSITY. Who are the leaders, organizations and businesses representing Canada as an innovative, inclusive, multicultural and diverse nation?

NEXT GENERATION. We feature organizations and educational institutions that are equipping next-generation leaders with the skills and knowledge to make a positive difference.

CANADA'S LEGACY. We look at Canada's impact on the world stage, from philanthropic endeavors and educational exchanges to business connections and partnerships.

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...

1,074,000

WEEKDAY READERS

1,669,000

SATURDAY READERS



ONLINE...

3.8 million

UNIQUE VISITORS

3.6 million

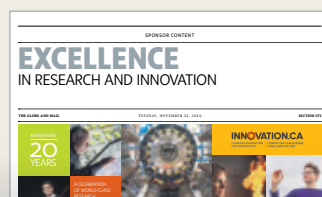
UNIQUE MOBILE VISITORS



+ Increase your reach and audience with SOCIAL MEDIA AMPLIFICATION...

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

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PRINT

DIGITAL

SOCIAL

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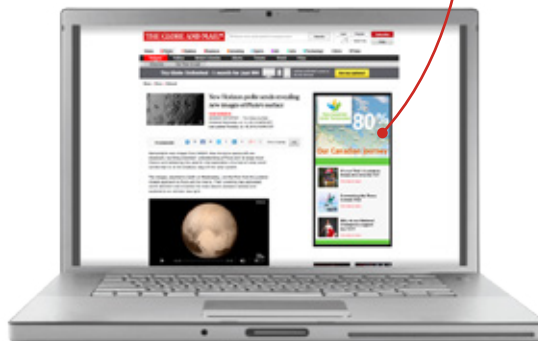


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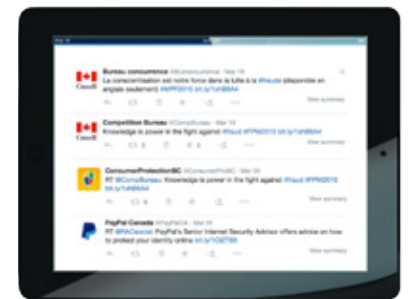


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- > STRATEGY > DAILY UPDATES

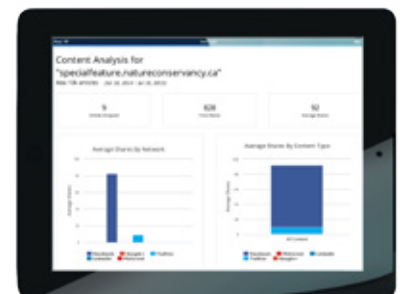
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> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS