



CARBON REDUCTION

The Ontario government's decision to implement a cap and trade system that puts a price on carbon emissions has been welcomed by many but chastised by others. Alberta and Quebec have introduced similar legislation as well.

On March 27th, The Globe and Mail will produce an editorial report that will examine these new laws and their potential implications for our economy.

How will carbon reduction laws affect businesses large and small across the county? Will consumers end up spending more on everyday items? Will this legislation actually lead to a cleaner overall environment?

Many of Canada's trading partners have already implemented similar programs with some of these areas experiencing economic growth. We'll examine their experiences as well as Canada's unique challenges to try to make sense of what's coming so that Canadian businesses can prepare.

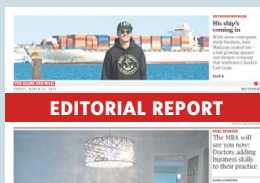
This timely report provides a unique opportunity to profile your brand to interested legislators, environmentalists, corporate decision makers and other participants in this high-stakes topic. Please speak with you Globe and Mail advertising representative to learn more and to reserve your space.

For additional information, please contact **KEITH RYDER**, Brand Partnership Manager, Special Reports
kryder@globeandmail.com

All reports and features offer comprehensive packages to reach audiences through targeted content. Plus, print, digital and social are offered with most opportunities. All reports and features hosted on globeandmail.com receive rotational one month promotion on the GAM.com homepage.

We've had a long history of producing engaging print and digital features.

Click and image at right to view.



PUBLICATION DATES:

Monday, March 27, 2017

GET INVOLVED BY:

Monday, March 6, 2017

MATERIAL DUE:

Monday, March 13, 2017

CONTEXTUAL PLACEMENT:

BUSINESS & NEWS

REACH YOUR MARKET



IN PRINT...

1,218,000
WEEKDAY READERS

1,812,000
SATURDAY READERS
SOURCE: VIVIDATA Q1 2016



ONLINE...

6.2 MILLION
MONTHLY UNIQUE VISITORS
(MULTI-PLATFORM)
SOURCE: COMSCORE Q2 2016

**THE GLOBE NEWSPAPER
CONNECTS YOU TO 1.2 MILLION
ADULT 18+ READERS
EVERY WEEKDAY***

3.9 million go to our website weekly for their news and information

Our readers are **1.3 times** more likely to invest in Environmental Funds

485,000 print & digital readers are in **Senior Management roles**

315,000 are the Business Decision Makers (index 149), responsible for **\$16 billion** in spending

Source: Vividata Q2 2016 A18+ National

ADVERTISING RATES (AGENCY)

Bundle digital and newspaper to make the most of your ad buy:

- › Globe and Mail readers spend 3+ minutes per special article; more time for your ad to be seen
- › Low newspaper and digital duplication; include both to maximize reach
 - 64% of National digital readers don't read the paper
 - 53% of National Globe newspaper readers don't access the website
 - 62% of Ontario digital readers don't read the print paper
 - 52% of Ontario Globe newspaper readers don't access the website

Source: Vividata Q2 2015 – Age 18+; Moat Analytics

Editorial Reports and Advertising Features are offered to advertisers in bundled print and online packages. Digital impressions can be extended across the Globe Alliance family of premium partners.

Speak to your Globe and Mail account representative to learn more.

STANDARD PRINT OPTIONS (APPEAR IN FULL COLOUR)

FULL PAGE 10 columns x 280 agates 9.88" x 20.0"	2/3 PAGE 10 columns x 187 agates 9.88" x 13.36"	1/2 PAGE 10 columns x 140 agates 9.88" x 10.0"	1/3 PAGE 10 columns x 93 agates 9.88" x 6.64"	1/4 PAGE 5 columns x 140 agates 4.86" x 10.00"	1/8 PAGE 5 columns x 70 agates 4.86" x 5.00"	BANNER 10 columns x 47 agates 9.88" x 3.36"

STANDARD DIGITAL FEATURES

CONTENT PROMOTION

- › Offered for Editorial Reports and Advertising Features.
- › Offered in 300 x 600 audience engagement format.
- › Top half features special section advertiser.
- › Bottom half features up to four links to articles related to the section.
- › Globe and Mail homepage promoted.

ARTICLE PAGES

- › Offered for Editorial Reports and Advertising Features.
- › Includes equal share of voice of one leaderboard, one big box as roadblock.

MAIN REPORT LANDING PAGE

- › Offered for Advertising Features.
- › Features all report articles from the special section. Includes equal share of voice of one leaderboard and one big box as roadblock.