

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Demonstrating leadership and compassion by accepting immigrants on humanitarian grounds can enhance a country's international reputation. But immigration also brings other important benefits. Canada's 150th anniversary is a chance to reflect on the many contributions of immigrants to boosting global connections, strengthening culture and diversity, and enhancing the nation's prosperity through economic participation, innovation and entrepreneurship.



GOING LIVE IN PRINT AND ONLINE:
MAY 8, 2017

GET INVOLVED BY:
MARCH 27, 2017

MATERIALS DUE:
MAY 1, 2017

Proposed editorial highlights:

ADVOCACY AND ENGAGEMENT. We explore the role of government, advocacy and non-profit organizations dedicated to helping immigrants find a home and success in Canada.

ATTRACTING TOP TALENT. In an ever-competitive global economy with abundant opportunities for the internationally mobile, how are leading Canadian companies attracting top talent?

GLOBAL MOBILITY AND TECHNOLOGY. What are some of the technology solutions that link communities, services and jobs, thereby enhancing the experience of immigrants and international employees and students?

EDUCATION. We highlight leading educational institutions dedicated to assessing and furthering the skills, competencies and qualifications of immigrants.

ENTREPRENEURSHIP AND INNOVATION. How can Canada create an ecosystem that supports immigrant entrepreneurs in launching and sustaining viable businesses?

FINANCIAL SOLUTIONS. What are the tools and resources that enable financial success and facilitate investment capital flow?

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

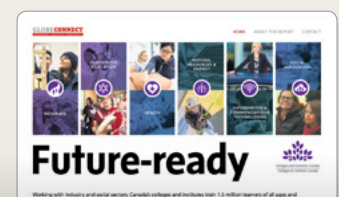
UNIQUE MOBILE VISITORS



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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

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CANADIAN IMMIGRATION SUMMIT



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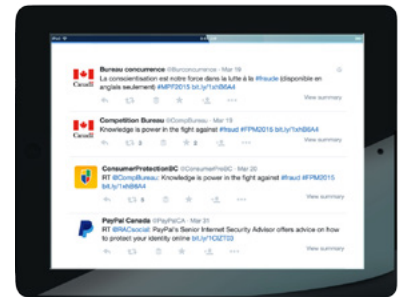
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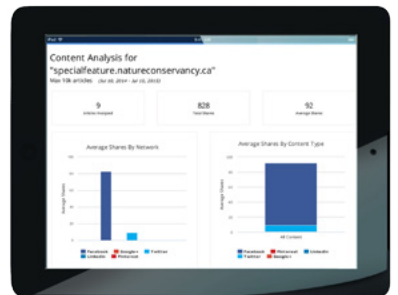
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