

THE GLOBE AND MAIL

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



LEGAL INNOVATION

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

The fast pace of societal change is affecting all aspects of life, and the legal system is charged with addressing emerging issues, such as globalization, environmental and health questions, new technology and social challenges. Canadian legal experts are responding with legal innovations that include updates to laws and regulations, prototypes of products and services, and strategies for improving the legal process.



GOING LIVE IN PRINT AND ONLINE:
APRIL 24, 2017

GET INVOLVED BY:
MARCH 13, 2017

MATERIALS DUE:
APRIL 17, 2017

Proposed editorial highlights:

LAW FIRMS. We profile Canada's top firms and partners, as well as incubators and collaborations at the forefront of legal innovation.

LAW SCHOOLS. What are the schools and programs that are shaping Canada's legal profession?

STARTUPS. We explore examples of leading legal tech entrepreneurship and startups and their impact.

E-MARKET. What do online platforms have to offer in the legal field?

LEGAL AND FINANCIAL INNOVATION. We explore the dynamic field where legal and financial innovation intersect, and some of the implications for law firms and financial institutions.

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



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1,298,000

WEEKDAY READERS

1,864,000

SATURDAY READERS



ONLINE...

6,584,000

UNIQUE VISITORS EVERY MONTH

3.6 million

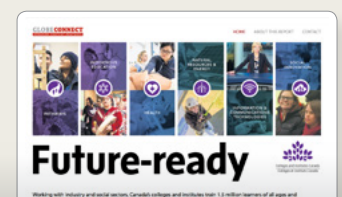
UNIQUE MOBILE VISITORS



+ 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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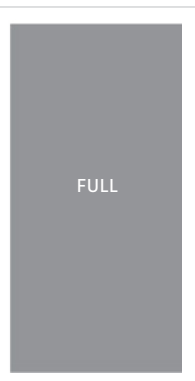
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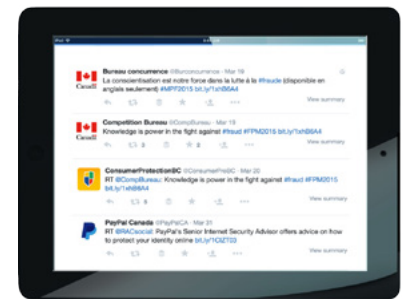


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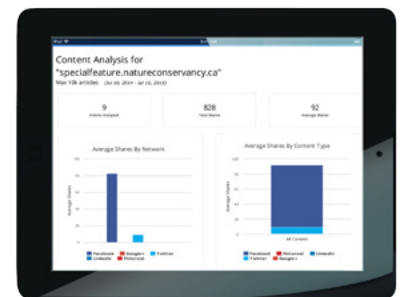
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