

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



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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WEEKDAY READERS

1,864,000

SATURDAY READERS



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3.6 million

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See page 2 for details...

Buildings currently generate over 30 per cent of Canada's greenhouse gas emissions through fossil fuels used in heating, cooling and lighting, and an additional 10 to 15 per cent is embodied in building materials and products. Sustainable building practices not only have to be part of the plan for reaching Canada's ambitious climate targets, they have also shown considerable success in reducing energy consumption, water use and waste disposal, as well as creating healthier indoor environments.



GOING LIVE IN PRINT AND ONLINE:

MAY 26, 2017

GET INVOLVED BY:

APRIL 14, 2017

MATERIALS DUE:

MAY 19, 2017

Proposed editorial highlights:

LEADERSHIP. We highlight key advocates, companies, projects and initiatives that are transforming Canada's building sector.

BUSINESS CASE. What is the impact of green buildings on the environment as well as the Canadian economy and job market?

EDUCATION AND INNOVATION. We explore the efforts of the educational institutions and innovators responsible for driving the sustainable building sector.

RETROFITS. We look at innovative technologies available to manage existing buildings' energy systems, water and waste.

COLLABORATION. How can projects and organizations leverage a range of best practices, from material innovations and energy management systems to urban densification, to achieve the desired result?

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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SUSTAINABLE BUILDING



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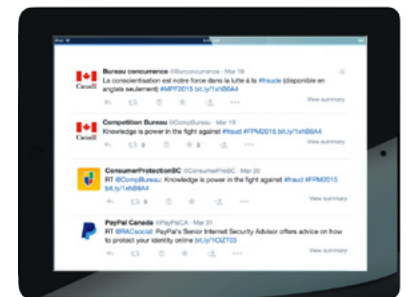
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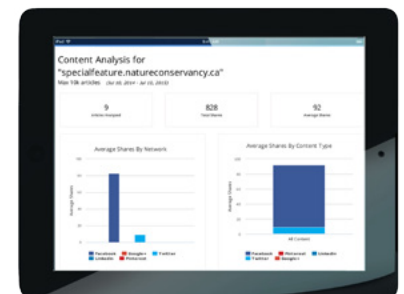
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