



THE FUTURE OF MANUFACTURING IN CANADA

PUBLICATION DATES: April 25, 2017

GET INVOLVED BY: April 4, 2017

MATERIAL DUE: April 11, 2017

The future of manufacturing in Canada is under threat from potential changes in international trade agreements, energy costs and protectionist attitudes of foreign governments. But with the Canadian dollar much lower than it has been in a decade and Canada's continued ability to make things of value - and make them well - the manufacturing sector is far from dead. On April 25th, The Globe and Mail will produce an editorial special report on The Future of Manufacturing in Canada. It will look at our advantages -including technological innovations, automation, new operational efficiencies, data analytics, management strategies and ingenious inventions - that are being exploited by Canadian enterprises to ensure we can continue to manufacture goods to a high quality while looking after the bottom line. To learn more and to reserve your space, please speak with your Globe and Mail advertising sales representative today.

ADVERTISING OPTIONS

Editorial special reports are available across digital and newspaper. Each media is offered separately; speak to your Globe and Mail Account Manager for cross-platform packages.

DIGITAL

500,000 impressions

- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
- }
- \$11,500**

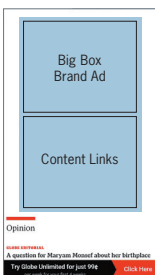
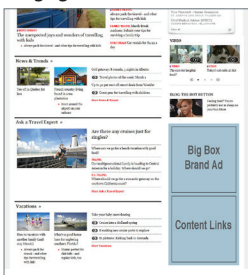
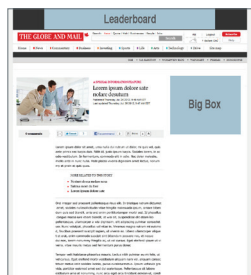
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

Co-branded impressions: 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

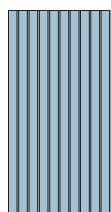
Branding next to content.

Content promotion via audience engagement units.

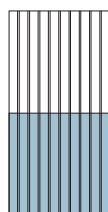


NEWSPAPER

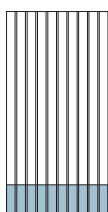
Rate card or contract rates apply. Additional size options available.



FULL PAGE
10 col x 280 ag
9.88" x 20.0"



1/2 PAGE
10 col x 140 ag
9.88" x 10.0"



BANNER
10 col x 47 ag
9.88" x 3.36"



REACH YOUR MARKET*



ONLINE...

18 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM, ALLIANCE)

6.5 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM)

Source: comScore, Omniture, Doubleclick

WITH POWERFUL INTERACTIVITY RESULTS...

35% higher reading time

Over 2 minutes on special report articles vs. GAM site average

3x higher CTR

On ads next to content vs. GAM site and Canadian average

Source: comScore, Omniture, Doubleclick



IN PRINT...

1,318,000

(WEEKDAY READERS)

Source: Vividata Q2 2016

THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES**

- **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: Comscore Q2 2016, Vividata Q2 2016 A18+ National (Small Business based on Stats Canada definition of 100 employees or less)

**Source: Vividata Q2 2016 A18+ National

For additional information, please contact **KEITH RYDER**, Brand Partnership Manager, Special Reports

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