

# THE GLOBE AND MAIL

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Between 2008 and 2016, over 1.4 million new jobs were created for university graduates – almost triple the number as new jobs for college and trades graduates combined. This illustrates the importance of university graduates to Canada's labour force. As a \$35-billion enterprise in direct expenditures, universities are significant drivers of economic prosperity. They are also hubs of the world-class research and innovation boosting Canada's competitiveness.



**GOING LIVE IN PRINT AND ONLINE:**  
JUNE 19, 2017

**GET INVOLVED BY:**  
MAY 8, 2017

**MATERIALS DUE:**  
JUNE 12, 2017

## Proposed editorial highlights:

**ACADEMIC EXCELLENCE.** Leading Canadian institutions have built their reputation on the pursuit of quality and excellence and a commitment to high standards in their academic programs.

**RESEARCH AND INNOVATION.** We highlight examples of cutting-edge university research and innovation that is gaining international attention.

**CAREER READY.** How do Canada's top universities ensure their graduates have the skill set for entering successful careers?

**HANDS-ON LEARNING.** We feature stories about partnerships between universities, colleges, communities and industry that facilitate hands-on learning and job readiness.

**INTERNATIONALIZATION.** What are some of the programs and initiatives that equip graduates with the skills to succeed in the competitive global economy?

**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**

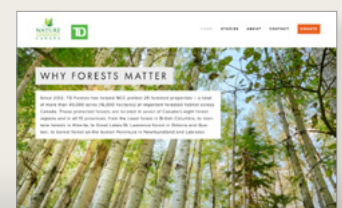
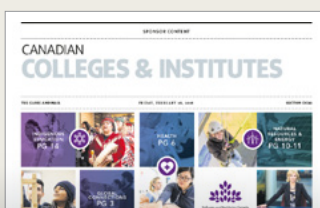
UNIQUE MOBILE VISITORS



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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](mailto:rdeacon@globeandmail.com)

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## TOP CANADIAN UNIVERSITIES



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### DIGITAL

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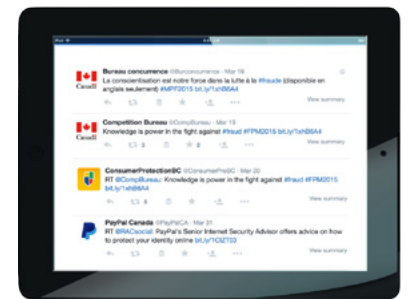
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