

# THE GLOBE AND MAIL

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



# AEROSPACE

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Canada's aerospace sector comprises more than 700 companies across the country, providing jobs for 211,000 people and contributing \$28-billion to the GDP. To continue this success story, which has placed Canada among the world's leading aerospace nations, the industry has to adapt to changes in trade agreements and shifting supply chains.



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 8, 2017

**GET INVOLVED BY:**  
SEPTEMBER 27, 2017

**MATERIALS DUE:**  
NOVEMBER 1, 2017

## Proposed editorial highlights:

**RESEARCH AND INNOVATION.** We highlight some of the efforts that make the aerospace industry the highest ranked R&D investor across manufacturing industries.

**EXPORTS.** With 80 per cent of aerospace manufacturing exported in 2015, what are some of the global market dynamics the industry needs to consider?

**TECHNOLOGY AND EDUCATION.** We explore the programs, ideas and initiatives that make Canada a world-class contributor to this cutting-edge industry.

**SUPPLY CHAINS.** How can support of Canada's supply chains contribute to the industry's ability to compete internationally?

**SPACE.** What are the many contributions Canada makes to the international space community?

**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**

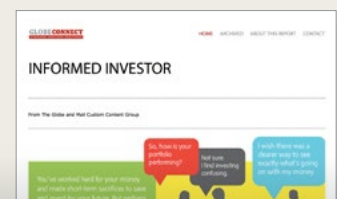
UNIQUE MOBILE VISITORS



**+ 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](mailto:rdeacon@globeandmail.com)

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

## AEROSPACE



### PRINT

### DIGITAL

### SOCIAL

#### CHOOSE YOUR AD SIZE AND FREQUENCY

We will boost your investment value by presenting custom content opportunities designed to deliver readership value and support your strategic interests.

#### PUBLISH

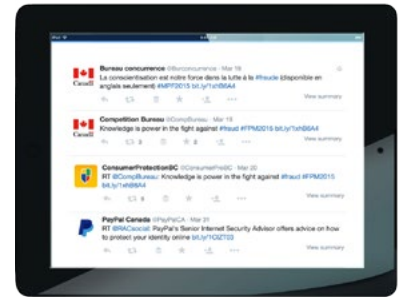
See your special feature content housed in the globeandmail.com special features hub:

#### AMPLIFY

Mobilize content, conversations and build your social media influence, engagement and audience. Choose from a suite of services:

- > CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)
- > STRATEGY > DAILY UPDATES

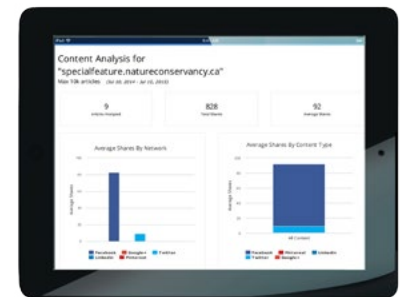
PLUS



- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS



OR for added global visibility, publish on a custom special feature website:



#### ADVERTISE

Co-branded digital ads on globeandmail.com promote brand awareness and drive to your site and special feature content:

