

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



# CLIMATE CHANGE: TAKING ACTION

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

The effects of climate change are already costing people, communities and countries dearly today and are expected to have an even larger impact in the future. Meeting Canada's climate change commitments requires actions such as developing low-carbon energy systems, supporting clean technology innovation and implementing environmentally responsible practices. Leading organizations across the country are proving that sustainability can be a powerful driver for organizational and business success.



**GOING LIVE IN PRINT AND ONLINE:**  
DECEMBER 1, 2017

**GET INVOLVED BY:**  
OCTOBER 20, 2017

**MATERIALS DUE:**  
NOVEMBER 24, 2017

### Proposed editorial highlights:

**MADE-IN-CANADA SOLUTIONS.** Lowering greenhouse gas emissions and preparing Canada for climate change impacts demand successful strategies and bold policy – what's the track record?

**RENEWABLE ENERGY.** How can Canada realize its vast clean energy potential and accelerate the shift away from fossil fuels?

**CLEAN TECHNOLOGY.** We explore the role of clean technology in providing innovative solutions to climate change challenges as well as driving Canada's economic sustainability.

**GREEN BUILDINGS.** How are green buildings improving the environmental performance of our communities?

**RESEARCH AND THE GREEN CAMPUS.** We highlight post-secondary institutions that are leading the way in research commitments and sustainable facilities.

### 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**

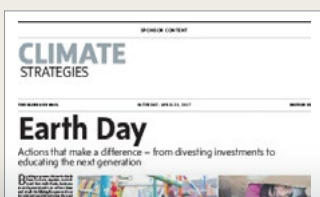
UNIQUE MOBILE VISITORS



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

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## CLIMATE CHANGE: TAKING ACTION



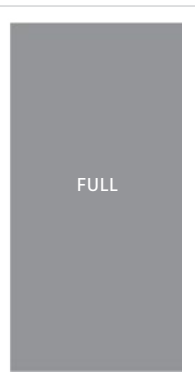
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### DIGITAL

### SOCIAL

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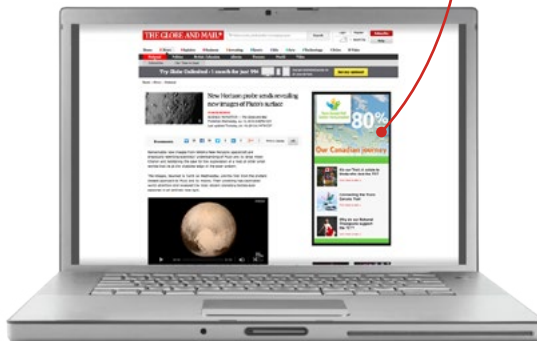


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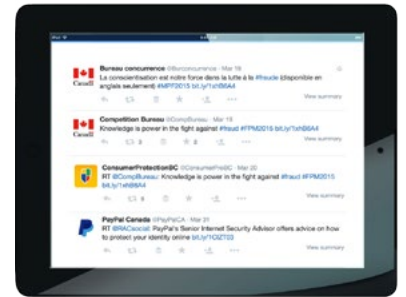


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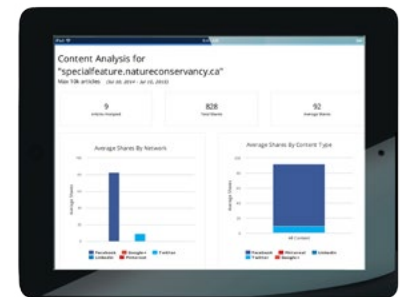
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- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS