

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



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



IN PRINT...

1,298,000

WEEKDAY READERS

1,864,000

SATURDAY READERS



ONLINE...

6,584,000

UNIQUE VISITORS EVERY MONTH

3.6 million

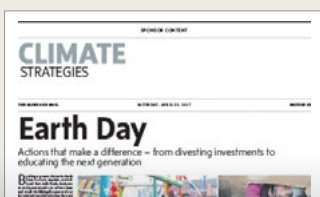
UNIQUE MOBILE VISITORS



+ 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

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CLIMATE CHANGE: TAKING ACTION



PRINT

DIGITAL

SOCIAL

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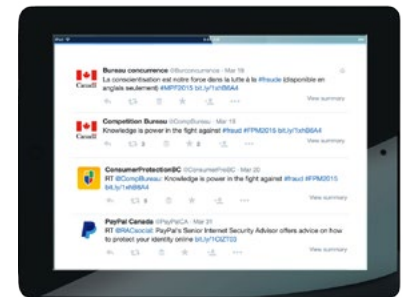
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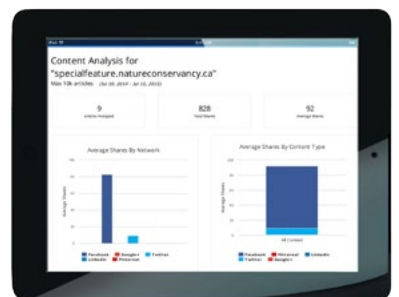
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- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS



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