

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

It's hard to beat the peace of mind that comes from having the right insurance. Yet changing conditions, extreme weather and new technologies challenge a wide range of stakeholders, including regulatory groups, businesses and insurance companies. Canada's insurance industry is innovating to address these challenges. It remains one of the country's strongest sectors – one that is dedicated to helping people and businesses mitigate risk and enhance financial security.

	GOING LIVE IN PRINT AND ONLINE: DECEMBER 7, 2017	GET INVOLVED BY: OCTOBER 26, 2017	MATERIALS DUE: NOVEMBER 30, 2017
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Produced in collaboration with Insurance-Canada.ca, the feature may include the following editorial highlights:

- INNOVATION/INSURTECH.** We cover innovative products, policies and means of engaging the public.
- ADVICE.** In a complex environment, businesses and consumers need professional guidance to ensure they have the right coverage.
- TRENDS.** We explore how apps, telematics and on-demand insurance are changing the industry.
- CYBER SECURITY.** How is the insurance industry responding to the risk of cyber crime?
- ADVOCACY AND EDUCATION.** We highlight research, campaigns and initiatives that create awareness about issues related to insurance.

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

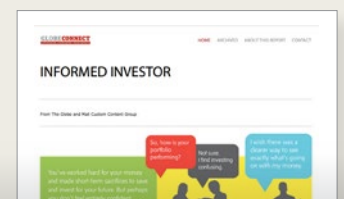
UNIQUE MOBILE VISITORS



+ Increase your reach and audience with SOCIAL MEDIA AMPLIFICATION...

See page 2 for details...

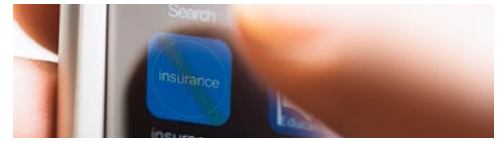
We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



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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INSURANCE TRENDS



PRINT

DIGITAL

SOCIAL

CHOOSE YOUR AD SIZE AND FREQUENCY

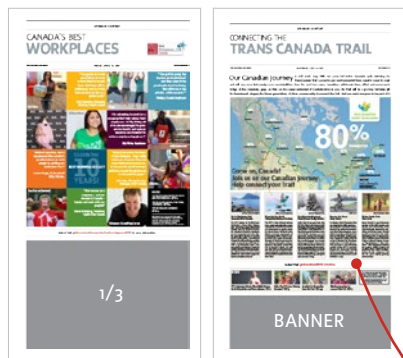
We will boost your investment value by presenting custom content opportunities designed to deliver readership value and support your strategic interests.

PUBLISH

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

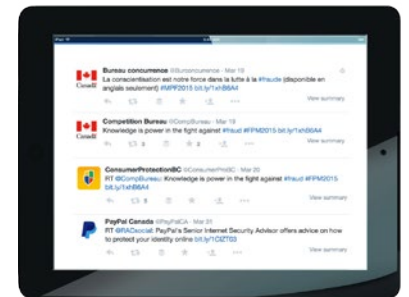
AMPLIFY

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

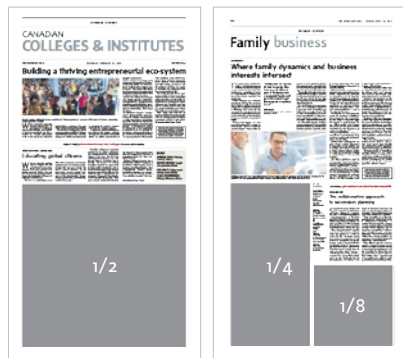


- > CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)
- > STRATEGY > DAILY UPDATES

PLUS



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



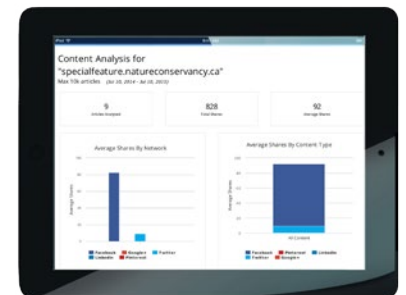
- > INFLUENCER ENGAGEMENT



ADVERTISE

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

- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS

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