# 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

There's no longer any doubt that sustainable business practices are a significant competitive advantage. Across the economic spectrum, from resource extraction to post-consumer recycling, companies throughout Canada and globally are striving to reduce their impact on the environment. This is welcome news since the extent of our reliance on natural resources and carbon-based energy sources is becoming a liability in the shift toward a carbon-constrained economy.



**GOING LIVE IN PRINT AND ONLINE:** MAY 27, 2017

GET INVOLVED BY:
APRIL 14, 2017

MATERIALS DUE: MAY 19, 2017

This special feature will include the following editorial highlights:

**CLIMATE CHANGE.** What are some of the measures that can help us mitigate and prepare for climate change?

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

**RESEARCH AND EDUCATION.** We highlight the contributions of leaders in sustainability research and education.

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

**INFRASTRUCTURE.** What are the green infrastructure products that will have a large impact on the environmental performance of our communities?

### 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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1,074,000

WEEKDAY READERS

1,669,000

SATURDAY READERS



ONLINE...

# 3.8 million

2.6 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@qlobeandmail.com

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# **SUSTAINABILITY**



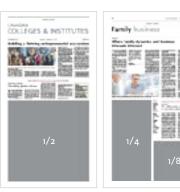
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