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

Living in a hyper-connected world brings certain advantages. But with them comes a host of cyber security risks that affect a growing number of people and businesses every day. Since cyber threats are constantly evolving and impact all levels of society, experts call for a collaborative approach, and increased awareness and education for promoting secure digital engagement practices.



GOING LIVE IN PRINT AND ONLINE: SEPTEMBER 18, 2017

GET INVOLVED BY: AUGUST 7, 2017

MATERIALS DUE: SEPTEMBER 11, 2017

Proposed editorial highlights:

ADVICE. We ask the experts about the latest trends and their views on what information can be shared without opening up opportunities for identity theft.

BEST PRACTICES. We highlight best practices and efforts of industry leaders in keeping their – and their clients' – information secure.

EDUCATION AND TRAINING. What are some of the resources available for Canadians of all ages as well as businesses to protect themselves?

APPS AND GADGETS. The technology industry is responding by developing tools that increase our safety – what are the latest innovations?

FINANCIAL SAFETY. How is the financial sector implementing safety measures in response to the latest scams?

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 READER

1,864,000

SATURDAY READERS



ONLINE...

6,584,000

UNIQUE VISITORS EVERY MONTH

3.6 million





+ 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.





SPORGER CONTENT				
Fraud prev	entio	n		
Public awareness key to combatting fraud				
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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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CYBER SECURITY



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