

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



# FAMILY BUSINESS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

At a time when many boomers are looking to hand over the reins, family enterprises are facing a range of unique challenges. The success of intergenerational transitions is important for the Canadian economy – family businesses contribute an estimated 60 per cent to the GDP, generate job growth, make significant philanthropic contributions and continue to outperform their non-family business counterparts on many parameters.



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 9, 2018

**GET INVOLVED BY:**  
SEPTEMBER 21, 2018

**MATERIALS DUE:**  
OCTOBER 26, 2018

Produced in co-operation with the Family Enterprise Xchange (FEX), the special feature may include the following topics:

**ADVICE AND PLANNING.** We explore the role of advice and planning in helping family enterprises to navigate challenges and find success.

**ADVOCACY AND LEADERSHIP.** We highlight leading organizations and family businesses and their contributions to creating awareness about this important business community.

**INTERGENERATIONAL TRANSITIONS.** We ask the experts for advice on strategies that can help business families with succession and transition planning.

**TOOLS AND TECHNOLOGY.** What are some of the tools and technology solutions that allow family businesses to establish and increase their market reach?

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WEEKDAY READERS (National)\*

**666,000**

WEEKDAY READERS (Ontario)\*

**997,000**

SATURDAY READERS (Ontario)\*



ONLINE...

**7,000,000**

UNIQUE VISITORS EVERY MONTH (Globe and Mail multi-platform)†

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**3x higher CTR:** on ads next to content vs. GAM site and Canadian average ††



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See page 2 for details...

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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](mailto:rdeacon@globeandmail.com)

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## FAMILY BUSINESS



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