

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

In order to meet Canada's COP21 commitments made in Paris two years ago, individuals, communities, businesses and organizations are called upon to make a contribution. Across the economic spectrum, from resource extraction to post-consumer recycling, companies are striving to reduce their impact on the environment, and their efforts are welcomed by clients, employees and shareholders alike. There is no longer any doubt that sustainable business practices can be a significant competitive advantage.



GOING LIVE IN PRINT AND ONLINE:
MAY 28, 2018

GET INVOLVED BY:
APRIL 9, 2018

MATERIALS DUE:
MAY 14, 2018

Proposed topics:

ADVOCACY. We speak to leading advocates who raise awareness about climate change and environmental sustainability.

SOLUTIONS. 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. We highlight the insights of the research community into climate challenges and ways to address them.

EDUCATION AND THE GREEN CAMPUS. We feature the leaders in sustainability education and cutting-edge green facilities.

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

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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SUSTAINABILITY



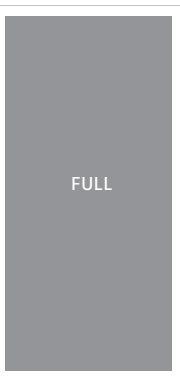
PRINT

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.

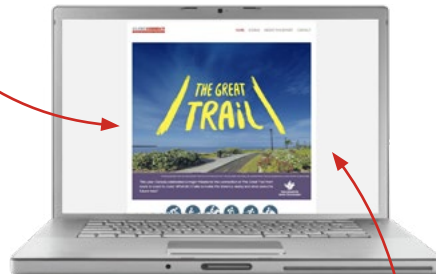


PUBLISH

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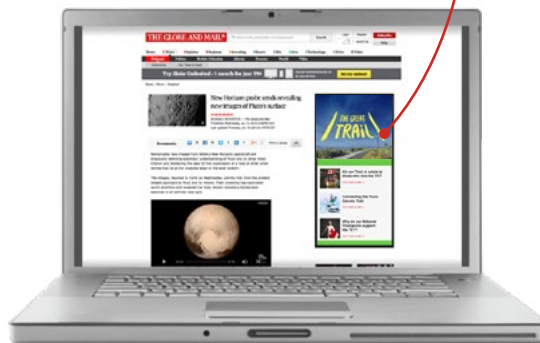


OR for added global visibility, publish on a custom special feature website:



ADVERTISE

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

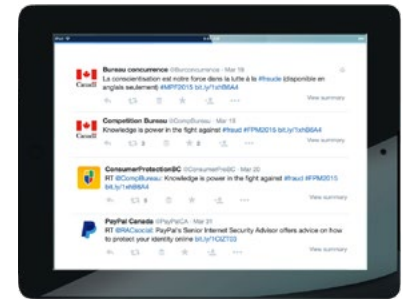


AMPLIFY

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

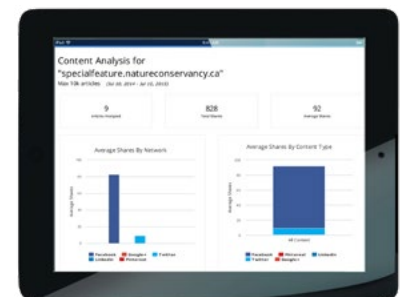
PLUS



- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS