

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

There are 2.6 million co-operatives worldwide, with one billion members and 250 million jobs, and they are working to address major challenges ranging from global trade disputes and job creation to climate change and the refugee crisis. Their examples highlight the benefit of working together to meet common economic, social and cultural needs and aspirations through jointly-owned and democratically-controlled enterprises.



GOING LIVE IN PRINT AND ONLINE:
OCTOBER 4, 2018

GET INVOLVED BY:
AUGUST 23, 2018

MATERIALS DUE:
SEPTEMBER 20, 2018

Proposed topic highlights:

SUSTAINABLE GROWTH. How can co-operatives leverage the strength of their model for sustainable growth?

FINANCIAL SOLUTIONS. Co-ops, mutuals and credit unions are examples of how democratic principles can be applied to economic life. What sets them apart from their competitors?

FOOD SECURITY. We explore the role of food and agricultural co-ops as stabilizing forces for balancing supply and demand.

GLOBAL IMPACT. We highlight the impact of co-operatives in promoting economic and social progress and promoting gender equity across the globe.

MEETING COMMUNITY NEEDS. We explore the many sectors where co-ops play an important role in helping people obtain goods and services they may not otherwise be able to access or afford.

REACH YOUR MARKET



IN PRINT...

1,168,000

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)†

WITH POWERFUL INTERACTIVITY RESULTS:

35% higher reading time:
over 2 minutes on special report articles vs. GAM site average ††

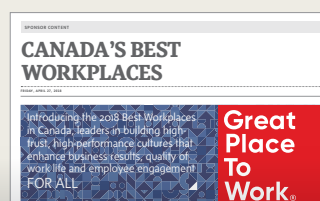
3x higher CTR:
on ads next to content vs. GAM site and Canadian average ††



+ 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

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

THE POWER OF CO-OPERATIVES

PRINT

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.



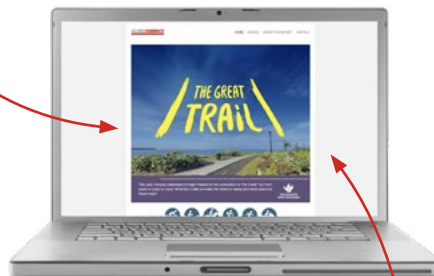
DIGITAL

PUBLISH

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



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:



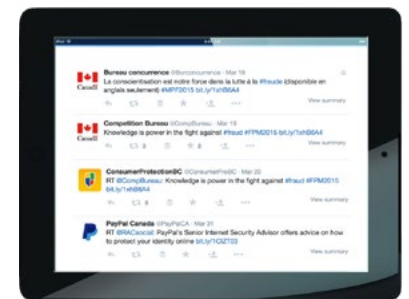
SOCIAL

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

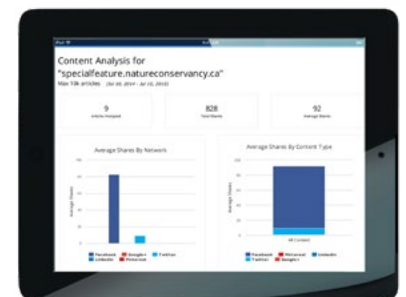
PLUS



- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS

NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com