

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Teachers make a difference in the lives of their students every day. They educate and inspire. They model behaviour and convey the tools and skills that can form the foundation of career and personal success. In 1994, UNESCO inaugurated October 5 as World Teachers' Day, an occasion to highlight the contribution of the teaching profession to education and development.



**GOING LIVE IN PRINT AND ONLINE:**  
OCTOBER 4, 2018

**GET INVOLVED BY:**  
AUGUST 23, 2018

**MATERIALS DUE:**  
SEPTEMBER 20, 2018

Appearing in advance of World Teachers' Day, this special feature can explore the following topic highlights:

**LEADERSHIP AND EXCELLENCE.** We explore the topic of leadership in the teaching profession and how teachers shape the culture of their schools, improve student learning, and influence practice among their peers.

**DIVERSITY AND INCLUSION.** We highlight the contribution of teachers to fostering diversity and inclusion in Canadian society.

**TEACHER EDUCATION.** How are academic institutions including new knowledge and advancing the process designed to equip prospective teachers with the knowledge and skills for performing their tasks in schools and wider community?

**INNOVATION.** We feature innovative learning environments and classroom technology.

**FUTURE-READY.** What are some of the resources that help Canadian teachers equip the next generation for future success?

## 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 ††

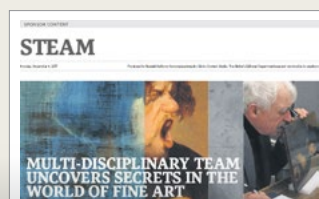
**3x higher CTR:**  
on ads next to content vs. GAM site  
and Canadian average ††



**+ 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](mailto:rdeacon@globeandmail.com)

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## WORLD TEACHERS' DAY



### PRINT

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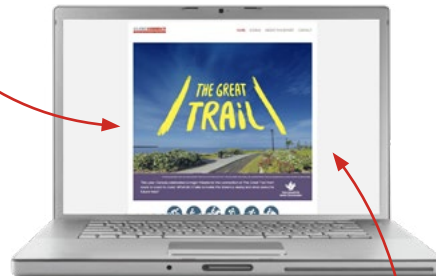
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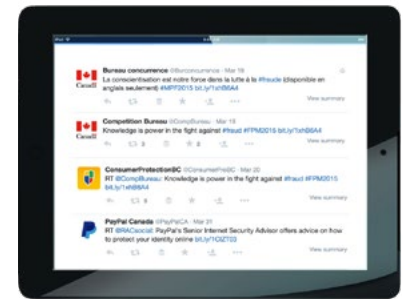
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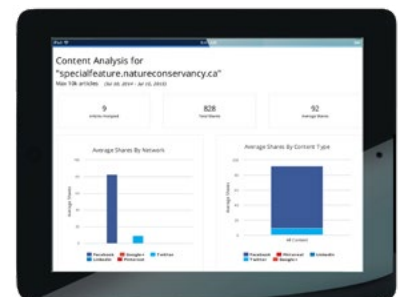
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> PAID SOCIAL AMPLIFICATION



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