

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

The Asia-Pacific region has a growing role in the global economy and politics, and is of critical importance to a broad range of Canadian goals, including prosperity, development, sustainability and peace. Currently, Canada's exports to Asia represent 11 per cent of all merchandise exports, and Canada's percentage of imports from Asia has grown to 23 per cent. Further development of ties between Asia and Canada is seen as crucial to the prosperity of both regions.

	GOING LIVE IN PRINT AND ONLINE: NOVEMBER 7, 2018	GET INVOLVED BY: SEPTEMBER 26, 2018	MATERIALS DUE: OCTOBER 24, 2018
---	--	---	---

Proposed topics highlights:

MARKET OPPORTUNITIES. What are some of the shifts in policy, demographics and consumer tastes in Asian markets that create opportunities for Canadian businesses?

PARTNERSHIPS. We look at examples of Canadian businesses and public institutions, which have built sustainable partnerships with their counterparts in Asia.

EDUCATION. How are Canadian educational institutions and their partners in Asia preparing their students for finding success in the global economy?

BRAND CANADA. We highlight examples of Canadian companies and innovations that contribute to a strong recognition of brand Canada in Asia.

OUTLOOK. What are the views of analysts and forecasters on what Canadians can expect from Asia in the years ahead?

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

Sources: Source Vividata 2016, Vividata Q2 2015 Study - Age 18+, comScore MediaMetrix Q4 Average 2015

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

ASIA PACIFIC TRADE



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

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:



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