

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



CANADA'S TOP ENGINEERING SCHOOLS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Engineering has long been characterized by deep technical expertise and the ability to find solutions for global and regional challenges. Canada's engineering programs and post-secondary institutions across the country are giving engineers and engineering students the skills and education to make a contribution to this important profession and develop innovative solutions in a range of fields, including health care, the environment, technology and social sectors.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 16, 2018

GET INVOLVED BY:
OCTOBER 5, 2018

MATERIALS DUE:
NOVEMBER 2, 2018

Proposed topic highlights:

LEADERSHIP. We highlight educational leadership in providing the next generation of engineers with up-to-date knowledge and skills, and hand-on experiences.

INDUSTRY PARTNERSHIPS. Where can today's students benefit from industry partnerships and applied research opportunities?

COLLABORATIONS. Due to the increasing complexity and scale of systems-based engineering problems, there is a growing need to pursue collaborations with multidisciplinary teams of experts.

RESEARCH AND INNOVATION. We feature examples of cutting-edge research and innovative solutions, such as biomedical devices, complex manufacturing processes and large systems of networked devices.

DIVERSITY AND INCLUSION. We highlight programs and institutions that stand out in welcoming diverse students and team members.

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 ††

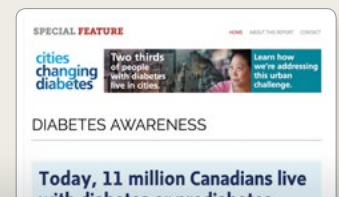
3x higher CTR:
on ads next to content vs. GAM site
and Canadian average ††



**+ Increase your reach and
audience with SOCIAL
MEDIA AMPLIFICATION...**

See page 2 for details...

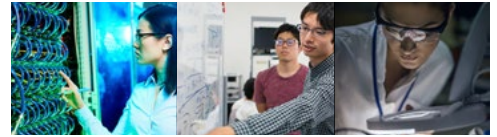
We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



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

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PRINT

DIGITAL

SOCIAL

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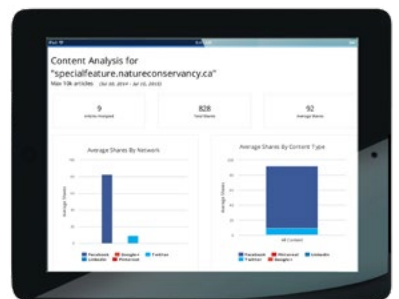
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> INFLUENCER ENGAGEMENT



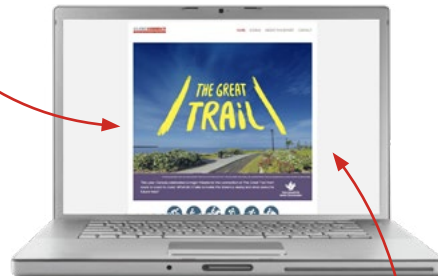
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