

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



CANADA'S TOP LAW SCHOOLS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

The fast pace of societal change is affecting all aspects of life, and the legal system is charged with addressing emerging issues, such as globalization, environmental and health questions, new technology and social challenges. In addition to training the next generation of legal experts and providing them with the skills and tools for finding professional success, Canada's law schools are at the forefront of shaping the legal profession.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 7, 2018

GET INVOLVED BY:
SEPTEMBER 26, 2018

MATERIALS DUE:
OCTOBER 24, 2018

Proposed topic highlights:

LEADERSHIP. What are the schools and programs that are known for shaping the legal landscape by working on laws and regulations and strategies for improving the legal process?

ACADEMIC EXCELLENCE. We explore the range and quality of academic programs of Canada's law schools and specialty areas of study.

INNOVATION. We highlight examples of law schools contributing to Canadian legal innovation.

EDUCATIONAL OPTIONS. What are the opportunities for pursuing a joint or dual degree, studying abroad or bilingual studies that offer graduates enhanced career options?

HANDS-ON EXPERIENCES. What are the law schools that provide students with real-world legal experience through hands-on work in a variety of disciplines?

CAREER-READY. We cover information, such as job placement rates and percentages of graduates who move on to careers in their chosen fields: in elite firms, judicial clerkships or positions in public interest, academia or the business sector.

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

CANADA'S TOP LAW SCHOOLS



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:

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

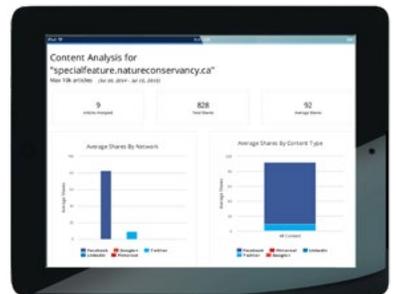
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS



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:

