

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



# CLIMATE CHANGE: TAKING ACTION

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

From rising sea levels and a growing number of extreme weather events to health and environmental concerns, climate change is already having significant and costly effects on our society. And its impact is expected to grow. Meeting Canada's climate change commitments requires actions such as developing low-carbon energy systems, supporting clean technology innovation and implementing environmentally responsible practices.



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

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

**MATERIALS DUE:**  
NOVEMBER 20, 2018

**Proposed editorial highlights:**

**LEADERSHIP.** We profile leading organizations across the country that are proving that sustainability can be a powerful driver for organizational and business success.

**RENEWABLE ENERGY.** How can Canada realize its vast clean energy potential and accelerate the shift away from fossil fuels?

**CLEAN TECHNOLOGY.** We explore the role of clean technology in providing innovative solutions to climate change challenges as well as driving Canada's economic sustainability.

**GREEN BUILDINGS.** How are green buildings improving the environmental performance of our communities?

**RESEARCH AND THE GREEN CAMPUS.** We highlight post-secondary institutions that are leading the way in research commitments and sustainable facilities.

## 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)

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

## CLIMATE CHANGE: TAKING ACTION



### 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.

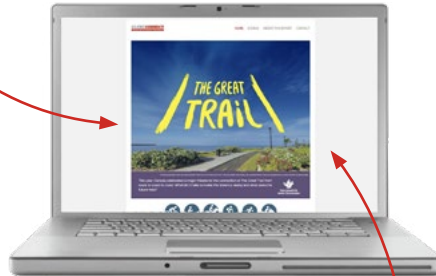


#### PUBLISH

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

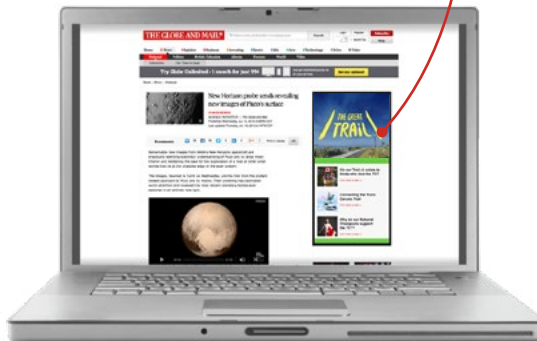


OR for added global visibility, publish on a custom special feature website:



#### ADVERTISE

Co-branded digital ads on globeandmail.com promote brand awareness and drive to your site and special feature content:

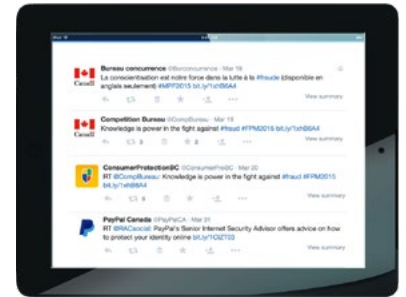


#### AMPLIFY

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