

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Many of today's rapidly evolving and complex societal challenges require an innovative approach, and Canada's engineers are dedicated to using innovative tools and techniques to find viable solutions. By inventing, designing, building and testing the systems, structures and materials Canadians depend on, engineers improve our quality of life and impact the state of the economy, environment, health and social fabric of society.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 5, 2018

GET INVOLVED BY:
SEPTEMBER 24, 2018

MATERIALS DUE:
OCTOBER 22, 2018

Proposed topic highlights:

ENVIRONMENTAL SUSTAINABILITY. We highlight engineering innovation that furthers environmental sustainability and climate change mitigation.

DATA AND COMPUTING. We explore key examples of translating data and computing innovation into social good.

INFRASTRUCTURE. What are some of the notable projects that can define the future of Canada's infrastructure?

WATER AND FOOD SECURITY. How are engineering solutions contributing to better water and food security?

MEDICINE. We look at the role of engineering in medical innovation.

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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ENGINEERING AND INNOVATION



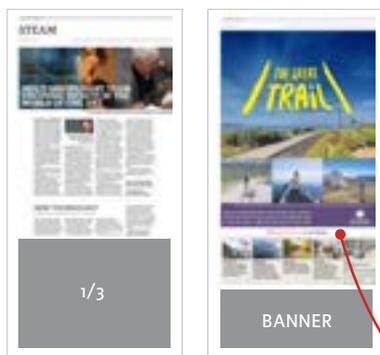
PRINT

DIGITAL

SOCIAL

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