

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



INSURANCE TRENDS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Canada's insurance industry remains one of the country's strongest sectors – one that is dedicated to helping people and businesses mitigate risk and enhance financial security. And it is innovating to address a range of challenges, such as extreme weather, new technologies, a changing insurance culture and evolving customer expectations.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 28, 2018

GET INVOLVED BY:
OCTOBER 10, 2018

MATERIALS DUE:
NOVEMBER 14, 2018

Produced in collaboration with Insurance-Canada.ca, the feature is envisioned to include the following topics:

INNOVATION. We cover innovative products, managing risk and public engagement.

ADVICE. In a complex environment, businesses and consumers need professional guidance to ensure they have the right coverage, but with greater self-service options.

TRENDS. We explore how apps, IoT, AI, Blockchain and InsurTech are changing the industry.

CYBER SECURITY AND PRIVACY. How is the insurance industry responding to increasing cyber crime?

ADVOCACY AND EDUCATION. We highlight insurance-related research, campaigns and initiatives that create awareness about issues such as regulation, climate change and use of technology.

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 ††

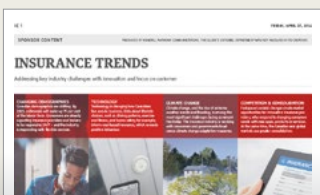
3x higher CTR:
on ads next to content vs. GAM site and Canadian average ††



+ 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

CHOOSE YOUR AD SIZE AND FREQUENCY

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PUBLISH

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AMPLIFY

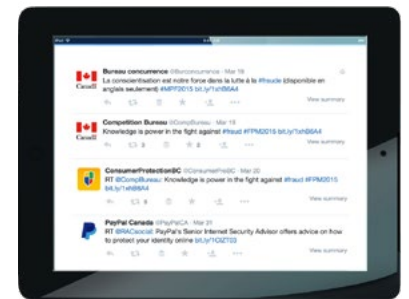
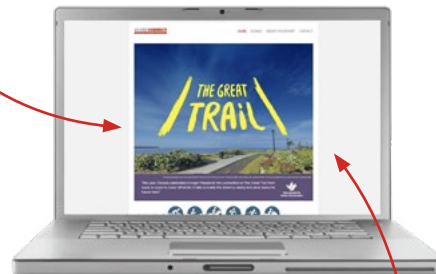
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- > CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)
- > STRATEGY > DAILY UPDATES

PLUS



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



> INFLUENCER ENGAGEMENT

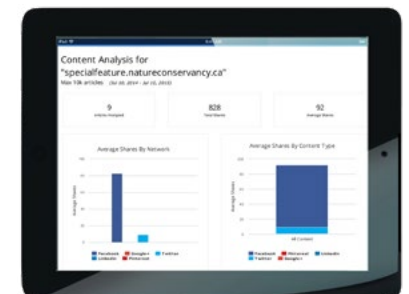
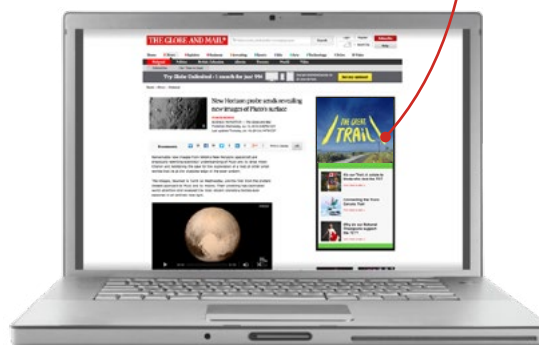
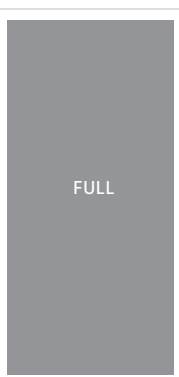


> PAID SOCIAL AMPLIFICATION



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> REPORTING AND ANALYTICS