

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



NATIONAL PHILANTHROPY DAY

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

National Philanthropy Day is not just the day Canada celebrates the impact of giving and volunteering in our communities. It's an annual reminder that we can all be part of something bigger than ourselves – and that devoting ourselves to others can give our lives purpose and meaning.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 16, 2018

GET INVOLVED BY:
SEPTEMBER 28, 2018

MATERIALS DUE:
OCTOBER 26, 2018

Produced in partnership with the Association of Fundraising Professionals (AFP), the National Philanthropy Day special feature will highlight the incredible generosity, selflessness and devotion of Canadians across the country – as well as the amazing programs that Canadian charities provide to communities around the world. Proposed topic highlights:

NATIONAL PHILANTHROPY DAY: Canada was the first country to permanently recognize National Philanthropy Day. Read how Canadians and Canadian charities are celebrating this important day by devoting themselves to others.

THE ROLE OF FUNDRAISING. Fundraising is the engine that drives Canadian philanthropy. But what do you know about fundraising, and how does it really work? Find out how the charitable sector operates.

CANADA'S DONORS AND VOLUNTEERS: Individuals and organizations are making a difference in communities every single day. You'll be inspired by their stories.

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

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We will boost your investment value by presenting custom content opportunities designed to deliver readership value and support your strategic interests.



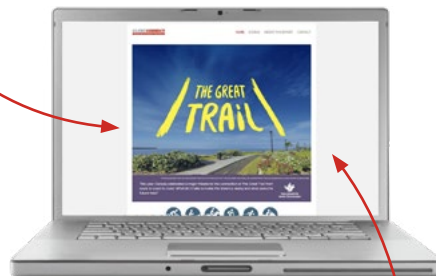
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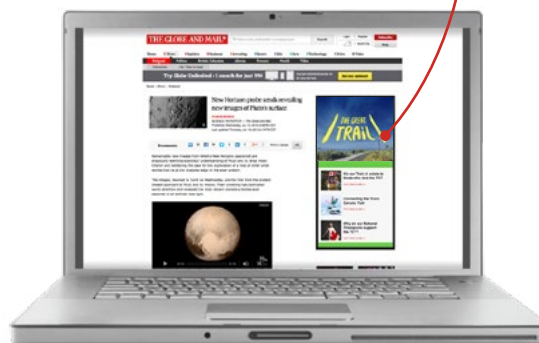


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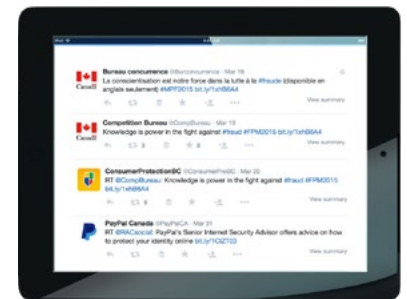
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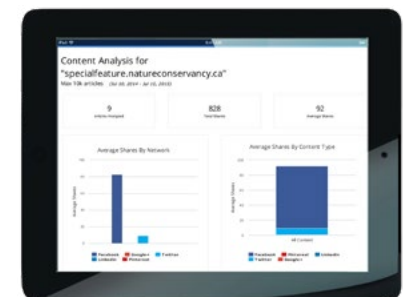
PLUS



- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS

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