

# THE GLOBE AND MAIL

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



## POWERING UP CANADA'S PRAIRIE PROVINCES

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

In 2016, Canada's three Prairie provinces – Alberta, Saskatchewan and Manitoba – ranked at the top of provincial growth charts, with their population increasing at a rate above the national average. There are many reasons why these dynamic provinces are sought-after places to live: they are diversified, rich in resources, welcoming and affordable. They also boast vibrant cities and communities, renowned educational institutions and hubs of innovation.



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 3, 2018

**GET INVOLVED BY:**  
SEPTEMBER 14, 2018

**MATERIALS DUE:**  
OCTOBER 12, 2018

### Proposed topics:

**ECONOMIC POWER.** We highlight the sectors and companies that are helping to power the forward movement of Canada's Prairie provinces.

**RESEARCH AND EDUCATION.** We report on leading-edge educational and research institutions and their strengths.

**INDIGENOUS ENGAGEMENT.** What are some of the programs and initiatives with a strong track record of strengthening relationships with Indigenous communities and fostering a climate of respect and inclusion?

**TECHNOLOGY AND INNOVATION.** We cover some of the successful projects – from health and life sciences, to clean technology and value-added manufacturing – that are putting the Prairie provinces on the map.

**ENERGY.** We look at initiatives that promote a balanced energy mix.

### 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 ††

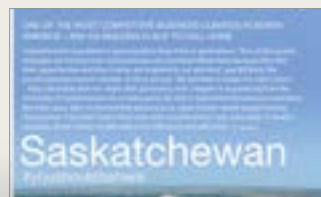
**3x higher CTR:**  
on ads next to content vs. GAM site and Canadian average ††



**+ 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)

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## CANADA'S PRAIRIE PROVINCES



### 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.

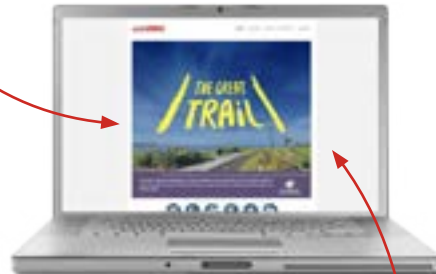


#### PUBLISH

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



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#### ADVERTISE

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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