

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



RESEARCH & INNOVATION

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Research and innovation strengths can act as a significant drivers of productivity and economic growth. Cutting-edge research at Canada's universities, colleges and research institutes help to solve a range of today's challenges in local communities as well as on the world stage. In addition, the introduction of new or improved products, techniques or services can lead to new market opportunities and boost Canada's competitiveness.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 24, 2018

GET INVOLVED BY:
OCTOBER 12, 2018

MATERIALS DUE:
NOVEMBER 2, 2018

Proposed topic highlights:

COLLABORATIONS. We highlight examples of strong synergy between academia and industry and communities for research that is yielding practical results.

SOLUTIONS. We highlight new and innovative solutions, from healthcare advances and business innovation to social progress and environmental sustainability.

INNOVATION HUBS. We showcase how world-class research attracts the best talent from around the world and accelerates technology development and commercialization.

GLOBAL IMPACT. We explore how cutting-edge research addresses complex global challenges, for example, climate change and food security.

KNOWLEDGE CREATION. We showcase examples of new knowledge, including knowledge of science, technology, culture and society, and the use of this knowledge to devise new applications.

EDUCATION. How do Canada's educational institutions and research facilities foster skills and competencies related to research, innovation and entrepreneurship?

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)†

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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 ††



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MEDIA AMPLIFICATION...**

See page 2 for details...

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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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RESEARCH & INNOVATION



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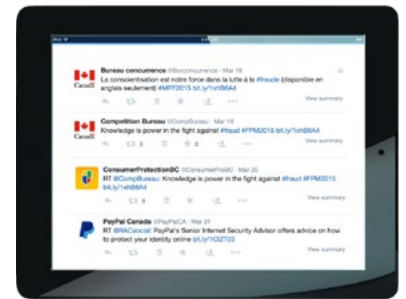
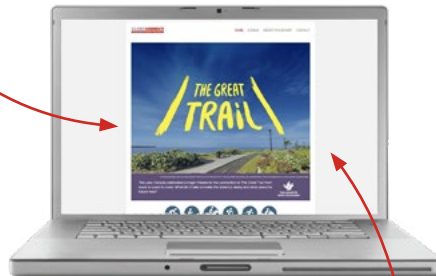
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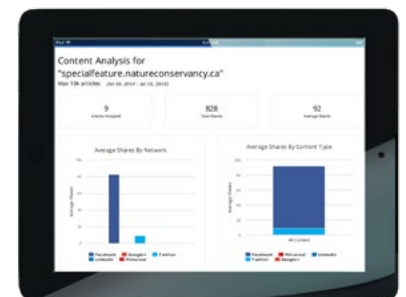
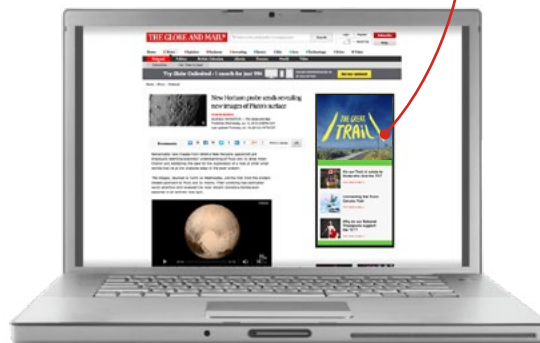
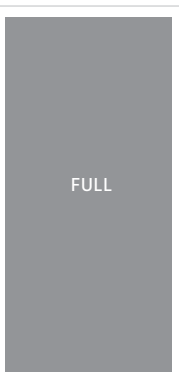


> PAID SOCIAL AMPLIFICATION



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