

THE GLOBE AND MAIL

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



STEAM

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

The appreciation and adoption of STEAM, an educational approach to learning that integrates science, technology, engineering, the arts and mathematics, has rapidly gained ground over the past several years. Through integrated hands-on learning and building the essential skills for solving modern-day challenges, students gain competencies that include critical thinking and problem solving, creativity and innovation, communication, collaboration and entrepreneurship.



GOING LIVE IN PRINT AND ONLINE:
OCTOBER 25, 2018

GET INVOLVED BY:
SEPTEMBER 13, 2018

MATERIALS DUE:
OCTOBER 11, 2018

Proposed topic highlights:

LEADERSHIP. We explore leading institutions, initiatives and programs across the country that promote STEAM education.

EXPERIENTIAL LEARNING. How can students and teachers engaged in STEAM leverage real-life and community connections to foster an experience of continual and integrated learning?

COLLABORATION. Who are some of the industry leaders, non-profit organizations and businesses teaming up with schools and youth-focused non-profits to raise STEAM-related competencies?

LEARNING TOOLS. We highlight programs and curricula that integrate technology and hands-on learning.

DIVERSITY AND INCLUSION. What are some of the advantages that diverse and inclusive teams bring to the table?

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 ††

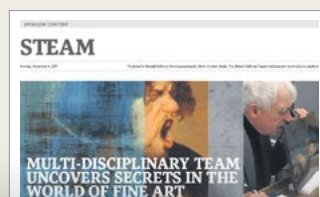
3x higher CTR:
on ads next to content vs. GAM site
and Canadian average ††



**+ 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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STEAM



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.



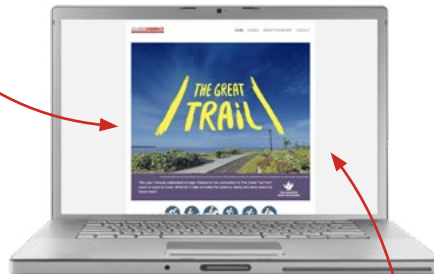
DIGITAL

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



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Co-branded digital ads on globeandmail.com promote brand awareness and drive to your site and special feature content:



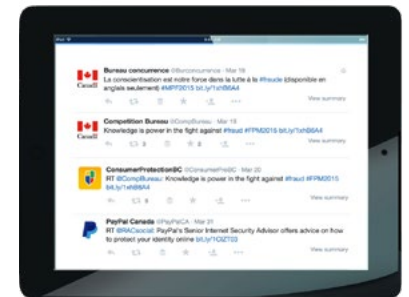
SOCIAL

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- > STRATEGY > DAILY UPDATES

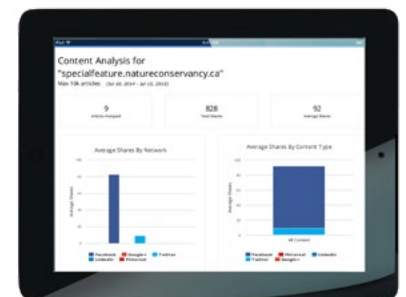
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS