

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

In addition to reducing negative environmental impact, sustainable buildings have shown considerable success in optimizing energy consumption, water use and waste disposal, as well as creating healthier indoor environments. Projects and organizations across the country are leveraging a range of best practices, from material innovations and energy management systems to urban densification, to achieve impressive results.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 30, 2018

GET INVOLVED BY:
OCTOBER 19, 2018

MATERIALS DUE:
NOVEMBER 16, 2018

Proposed editorial highlights:

LEADERSHIP. We highlight key advocates, companies, projects and initiatives that are transforming Canada's building sector.

BUSINESS CASE. What is the impact of green buildings on the environment as well as the Canadian economy and job market?

EDUCATION AND INNOVATION. We explore the efforts of the educational institutions and innovators responsible for driving the sustainable building sector.

TECHNOLOGY. We look at emerging technologies for improving the management of energy systems and water and waste related to buildings.

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

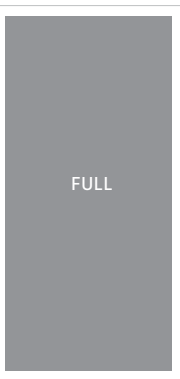
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SUSTAINABLE BUILDING

PRINT

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.



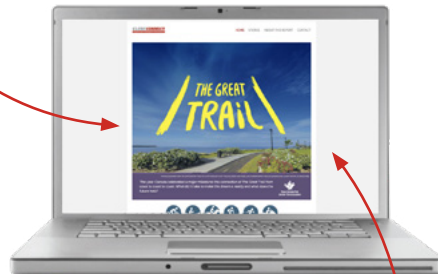
DIGITAL

PUBLISH

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



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



ADVERTISE

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



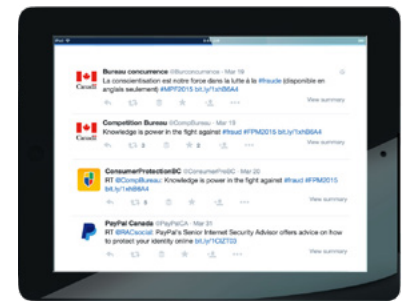
SOCIAL

AMPLIFY

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

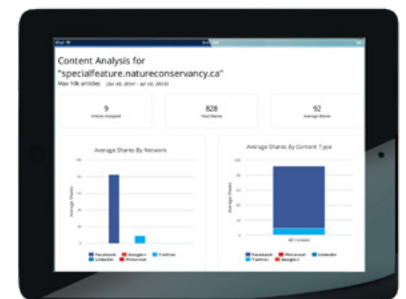
PLUS



- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS