

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



CANADA'S AIRPORTS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Canada's airports are collaborative world leaders in the economically prosperous, safe and secure air transport sector. Providing effective and efficient connectivity to national and international markets, Canada's airports facilitate trade, tourism and investment. They handle more than 140 million passengers each year and have invested \$25-billion in infrastructure since 1992 with virtually no funding from taxpayers. Connecting communities at home and abroad, Canada's airports are gateways to the world.



GOING LIVE IN PRINT AND ONLINE:
DECEMBER 7, 2018

GET INVOLVED BY:
OCTOBER 26, 2018

MATERIALS DUE:
NOVEMBER 23, 2018

This special feature is produced in co-operation with the Canadian Airports Council (CAC), which represents 53 members that operate more than 100 airports. Proposed topic highlights:

REGIONAL AND GLOBAL GROWTH. We explore the role of airports in supporting regional growth and strengthening global connections.

PASSENGER AND CARGO TRAFFIC. How does creating a more competitive and efficient aviation industry help Canada capture a greater share of the growing global passenger and cargo air traffic?

CROSS-BORDER COLLABORATIONS. We examine the efforts of Canadian and U.S. governments and partners to improve the flow of travellers across our borders.

WELCOME TO CANADA. How can measures like tourism marketing, security screening, border services and visa processing boost Canada's image as a welcoming place and travel destination?

RETAIL AND HOSPITALITY. We highlight examples of retail and hospitality services that contribute to a memorable airport experience.

ENVIRONMENTAL IMPACT. Airports across Canada are working to reduce their environmental footprint – we highlight noteworthy and impactful initiatives.

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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over 2 minutes on special report articles vs. GAM site average ††

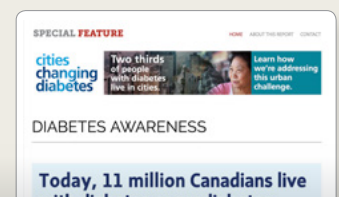
3x higher CTR:
on ads next to content vs. GAM site and Canadian average ††



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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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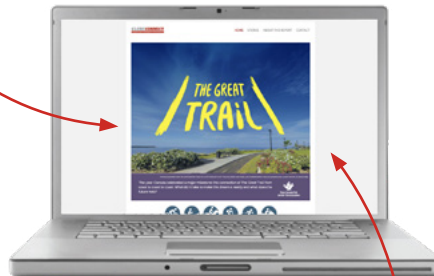


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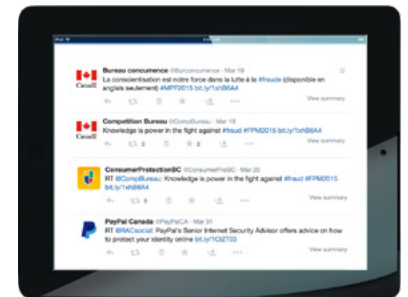


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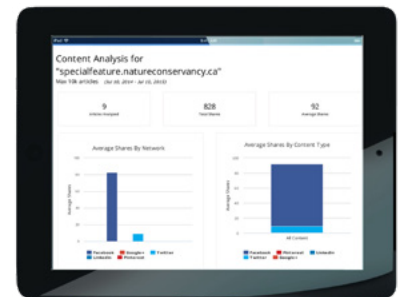
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