

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



CORPORATE SOCIAL RESPONSIBILITY

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

With the U.S. retreating from a global leadership position and Canada's economy outpacing most G20 nations, the Canadian business community faces an exciting opportunity to define – and showcase – what 21st century leadership can look like. How do leading organizations innovate and profit through alignment with global goals and positive local impacts?

	GOING LIVE: JULY 31, 2018 OCTOBER 30, 2018	GET INVOLVED BY: JUNE 19, 2018 SEPTEMBER 18, 2018	MATERIALS DUE: JULY 17, 2018 OCTOBER 16, 2018
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Produced in collaboration with leading partners, this special feature may include the following editorial highlights:

BRAND CANADA. We highlight examples of 21st century Canadian leadership including companies that have strong relationships with indigenous communities, diversity policies and ambitious energy efficiency targets.

CLEAN ENERGY. With the government's \$950-million burst of cash into its supercluster strategy, one subject poised to receive a lot of attention is the emerging clean resources segment of the energy sector, including clean (carbon-free) hydrocarbons.

CSR REDEFINED. We explore how corporate social responsibility (CSR) has evolved to include social purpose, systems thinking, new business opportunities and risk mitigation.

IS CSR PROFITABLE? We provide evidence proving that CSR activities, such as local sourcing, greenhouse gas reductions and partnerships with the not-for-profit sector, translate into improved economic performance.

THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES

Our weekday readers are:

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REACH YOUR MARKET



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1,298,000

WEEKDAY READERS

1,864,000

SATURDAY READERS



ONLINE...

6,584,000

UNIQUE VISITORS EVERY MONTH

3.6 million

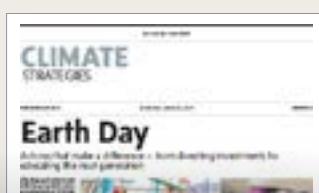
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+ Increase your reach and audience with SOCIAL MEDIA AMPLIFICATION...

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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