

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



## INNOVATION AND TECHNOLOGY

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Technology companies and their innovations are shaping a wide range of industries, including finance, energy, health, entertainment and education. Top innovators across the country are not only contributing significantly to Canada's economy and global competitiveness, they also present numerous attractive investment opportunities.



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 24, 2018

**GET INVOLVED BY:**  
OCTOBER 12, 2018

**MATERIALS DUE:**  
NOVEMBER 9, 2018

### Proposed topic highlights:

**ROBOTICS, AI AND HEALTH TECHNOLOGY.** We explore the cutting-edge technology that is shaping the future of robotics, AI and health care.

**GAMING AND ENTERTAINMENT.** What are the latest trends in Canadian virtual reality, augmented reality and entertainment industry?

**SUSTAINABILITY.** We highlight technology with the potential for improving the country's sustainability performance.

**INVESTMENT OPPORTUNITIES.** We ask the experts about the criteria – such as product or service offerings, depth of management, market opportunity and business models – that distinguish the top investment opportunities.

### 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](mailto:rdeacon@globeandmail.com)

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## INNOVATION AND TECHNOLOGY



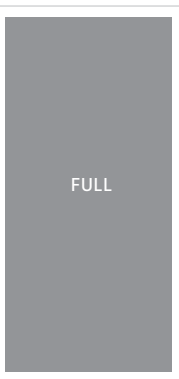
### PRINT

### DIGITAL

### SOCIAL

#### 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.

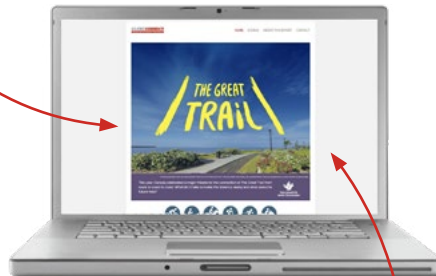


#### PUBLISH

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:

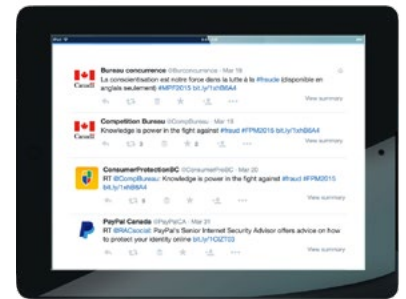


#### AMPLIFY

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

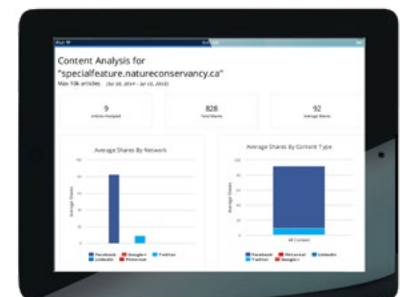
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS