

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



## COMMITMENT TO RECONCILIATION

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

The goal of building a vibrant, inclusive Canada, where all peoples can achieve their full potential and share prosperity, brings together dedicated individuals, organizations, businesses and communities across the country. Together, they are working to advance reconciliation and strengthen relationships with Indigenous communities based on mutual understanding, respect, co-operation, partnership and a recognition of rights.



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 19, 2018

**GET INVOLVED BY:**  
OCTOBER 22, 2018

**MATERIALS DUE:**  
NOVEMBER 5, 2018

### Proposed topics:

**LEADERSHIP.** We highlight leading efforts and initiatives that have been effective in advancing awareness and reconciliation.

**EDUCATION.** How are Canada's educational institutions creating an environment of mutual respect, understanding and inclusion of Indigenous people?

**PARTNERSHIPS.** What are some of the partnerships with Indigenous communities that have shown noteworthy results and are based on respect and co-operation?

**ECONOMIC PARTICIPATION.** We profile initiatives advancing Indigenous business, entrepreneurship and economic participation.

### 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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### PRINT

### DIGITAL

### SOCIAL

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#### PUBLISH

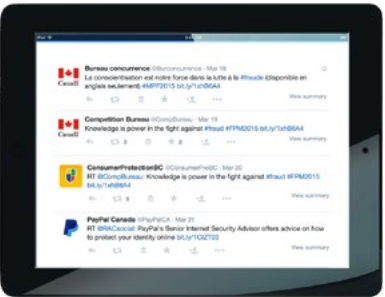
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#### AMPLIFY

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

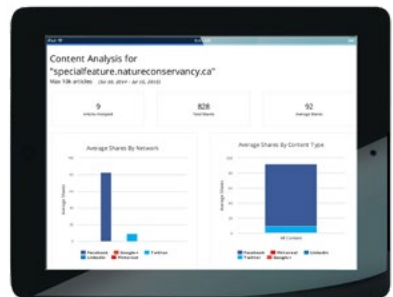
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> INFLUENCER ENGAGEMENT



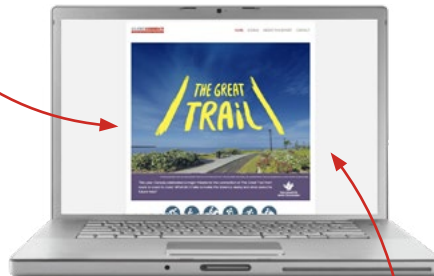
> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS



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