

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



MADE IN CANADA: FOOD AND BEVERAGES

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Canadian consumers tend to spend a substantial amount of their earnings on food and drink, selecting products according to four criteria: value, convenience, health and sustainability. As a key economic sector, food and beverage processing is the second largest manufacturing industry in Canada in terms of value of production – it is also the largest buyer of Canadian agricultural products. Food and beverage producers have to respond to changing consumer demands, needs and scenarios to gain an edge in increasingly competitive domestic and global markets.

	GOING LIVE IN PRINT AND ONLINE: NOVEMBER 2, 2018	GET INVOLVED BY: SEPTEMBER 21, 2018	MATERIALS DUE: OCTOBER 19, 2018
---	--	---	---

Proposed topic highlights:

FOOD TRENDS. How is the industry responding to trends like paying more attention to where food and drinks come from and how they affect consumer health and the environment?

ECONOMIC IMPACT. How have first-rate farming and food manufacturing capabilities made the agri-food industry a pillar of Canada's economy? What can be improved?

CANADA'S FARMS. We examine the forces shaping Canada's farming community and its outlook for the future.

INNOVATION. We highlight innovation and technology that help farmers and food and beverage producers succeed in an increasingly competitive industry.

ENVIRONMENTAL SUSTAINABILITY. We cover practices and initiatives that are improving the environmental sustainability of Canada's farming and food production.

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 ††

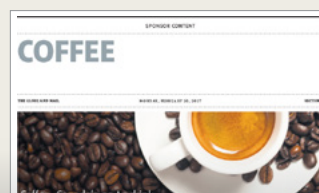
3x higher CTR:
on ads next to content vs. GAM site and Canadian average ††



+ 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

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

MADE IN CANADA: FOOD AND BEVERAGES



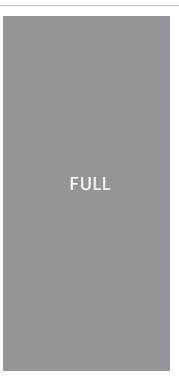
PRINT

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.

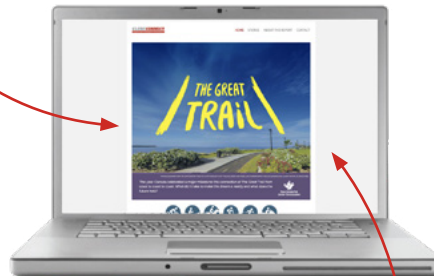


PUBLISH

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:

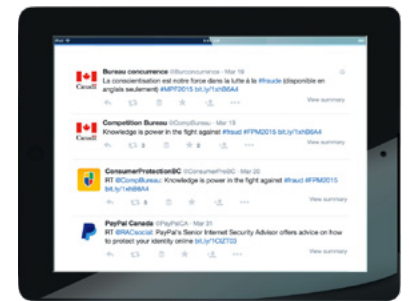


AMPLIFY

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

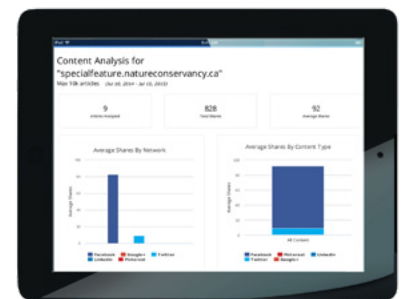
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS