

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Canada has a long and successful history of nuclear research that has enabled a number of innovative applications in science and technology and advanced understanding in many areas, for example physics, metallurgy, chemistry and biology. Canada's hubs of nuclear research – and a generation of outstanding nuclear scientists, engineers, operators and entrepreneurs – are continuing to deliver nuclear services that range from research and development to design and engineering.



GOING LIVE IN PRINT AND ONLINE:
DECEMBER 5, 2018

GET INVOLVED BY:
OCTOBER 24, 2018

MATERIALS DUE:
NOVEMBER 21, 2018

Proposed topics:

RESEARCH AND DISCOVERY. We highlight the work and findings of Canadian hubs for nuclear research.

PARTNERSHIPS. What are some of the noteworthy partnerships between leading institutions, organizations and universities?

INNOVATION. We explore the role of innovation in leveraging the application of nuclear materials for societal benefits.

CLEAN ENERGY. What role can nuclear power play in Canada's future energy mix?

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

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...

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NUCLEAR RESEARCH



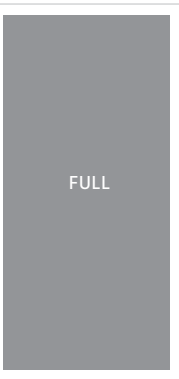
PRINT

DIGITAL

SOCIAL

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