

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

While Canada is seen as a land of great lakes and mighty rivers, rapid rates of global warming and increasing human impacts on land and water are putting the country – and other regions of the world – at an unprecedented risk for water security challenges. Leading advocates and researchers are working towards greater understanding and awareness about this valuable shared resource as well as promote measures for sustainability.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 24, 2018

GET INVOLVED BY:
OCTOBER 11, 2018

MATERIALS DUE:
NOVEMBER 8, 2018

Proposed topics:

LEADERSHIP AND ADVOCACY. Who are the leaders and advocates and what are some of the initiatives that successfully advance the clean water agenda?

RESEARCH. We explore the important contribution of Canadian researchers to tackling global water and food security challenges.

INNOVATION. What are some of the game-changing new technologies, approaches and innovations that address clean water issues?

ENVIRONMENTAL CHALLENGES. We highlight the work of companies and organizations that have an impact on water quality, freshwater biodiversity and the climate system.

ADAPTATION. How can the creation of new forecasting tools, disaster warning systems and water-measurement technology contribute to Canada's climate resiliency?

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...**

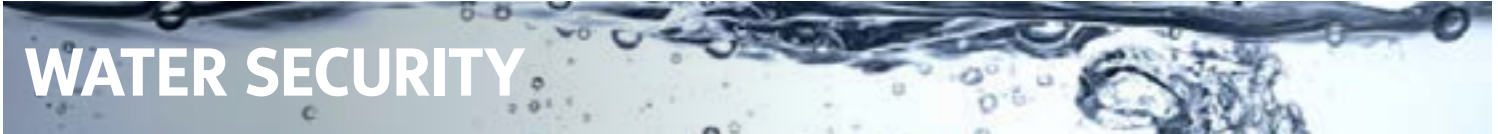
See page 2 for details...

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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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WATER SECURITY

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