

# THE GLOBE AND MAIL

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Increasing globalization has led to increased cross-border connections and trade opportunities in virtually every area and industry. Currently, one in three goods crosses national borders and more than one-third of financial investments are international transactions. In order to succeed in the global economy, enterprises need to differentiate themselves from their competitors and respond quickly to changing market conditions..



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 5, 2018

**GET INVOLVED BY:**  
OCTOBER 1, 2018

**MATERIALS DUE:**  
OCTOBER 22, 2018

## Proposed topic highlights:

**GLOBAL ASPIRATIONS.** What is required for participating in global transactions and how do firms and individuals engage with the dual demands of acting on both local and global levels?

**FACILITATING CONNECTIONS.** What are the products and services that help to ensure the effective and timely flow of communications, materials and other business essentials?

**SOCIAL AND ENVIRONMENTAL RESPONSIBILITY.** We profile organizations that play a leadership role in advancing corporate social and environmental responsibility issues.

**INNOVATION.** We highlight innovations that find application across borders by responding to pressing societal needs.

## 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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## INTERNATIONAL TRADE



### PRINT

#### 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.



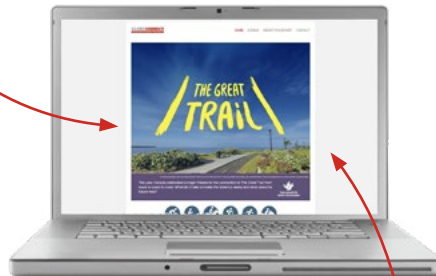
### DIGITAL

#### 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:



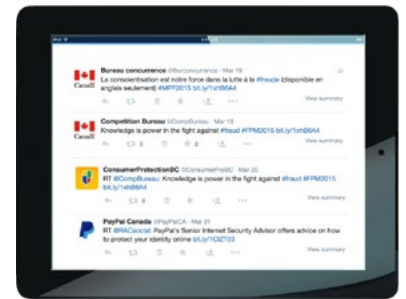
### SOCIAL

#### 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

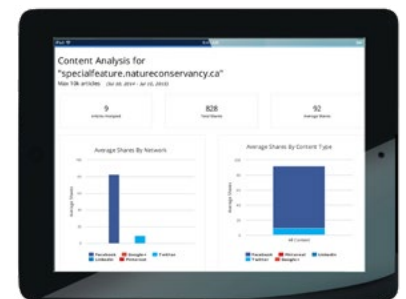
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS