



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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

By 2050, an estimated 70 per cent of the world's population will live in urban areas. Social and technology innovation as well as advances in design, urban planning and transportation can help to shape urban environments to enhance their sustainability and their inhabitants' quality of life, making them "cities for all."

	GOING LIVE IN PRINT AND ONLINE: DECEMBER 4, 2018	GET INVOLVED BY: OCTOBER 23, 2018	MATERIALS DUE: NOVEMBER 20, 2018
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Timed to coincide with the 2018 Vancouver City Planning Commission Summit, the following content highlights have been proposed for this feature:

- BELONGING.** We explore the social psychological aspects of communities in cities.
- EQUITY.** We look at governance, affordability and social justice as forces for making cities accessible and inclusive.
- PLACES AND SPACES.** What is the role of the design of the natural and built environment in making places and spaces welcoming?
- RESILIENCE.** What makes a city resilient?
- RECONCILIATION.** We explore the results of efforts and initiatives designed to advance reconciliation in Canadian cities.
- INTERSECTIONALITY.** We highlight the role of cities in addressing social disparity and move to greater inclusion of people marginalized because of class, race, sexual orientation, disability and gender.

REACH YOUR MARKET



IN PRINT...

READERSHIP IN B.C.
MONDAY - FRIDAY AVERAGE

182,000

SATURDAY AVERAGE
369,000



ONLINE...

7,000,000
UNIQUE VISITORS EVERY MONTH
(Globe and Mail multi-platform)[†]

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- 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^{††}



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See page 2 for details...

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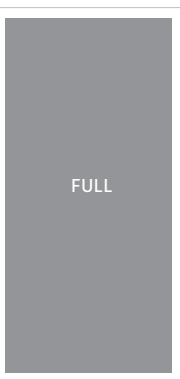
PRINT

DIGITAL

SOCIAL

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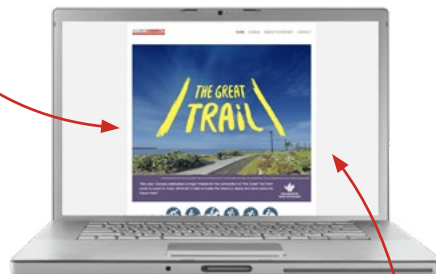


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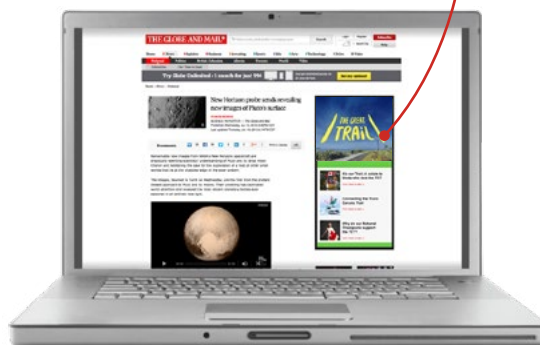


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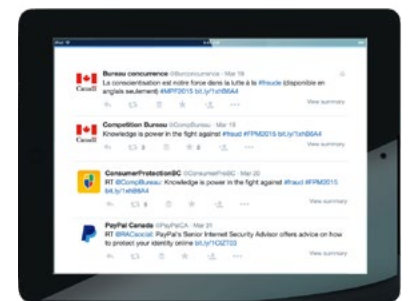


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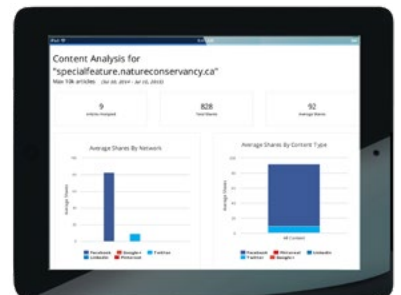
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> PAID SOCIAL AMPLIFICATION



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