

# Blockchain

**PUBLICATION DATE:** Thursday, February 21st

**GET INVOLVED BY:** Thursday, January 17th

**MATERIAL DUE:** Thursday, February 7th

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

With its ability to provide a chronological and public ledger of transactions, blockchain technology can provide potential solutions for a variety of sectors and areas of society. This special feature will highlight Canadian thought-leaders, innovators, startups and investors who stay at the edge of an exciting new technology wave by developing, implementing and supporting blockchain applications.

Proposed topics:

- Solutions – Blockchain’s potential for transforming data management, supply chains, insurance and more.
- Blockchain startups – Innovators and their projected impact.
- Cryptocurrencies – What should investors know about blockchain-based currencies.
- Fraud prevention – Blockchain as a means to improve fraud prevention.

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON**, Project Manager, [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

## REACH YOUR TARGET

IN PRINT

**1,148,000**

READERS IN THE PRINT EDITION

**1,730,000**

READERS IN THE PRINT & DIGITAL EDITIONS

ONLINE

**7 MILLION**

MONTHLY UNIQUE VISITORS  
(Globe and Mail multi-platform)

Source: comScore Q2 2017

THE GLOBE AND MAIL  
DELIVERS YOUR BEST AUDIENCE:

**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

Source: Omniture, Doubleclick

[Click on the report below to see a previous feature on this topic](#)

The screenshot shows a financial planning report titled "FINANCIAL PLANNING" from The Globe and Mail, dated Monday, November 20, 2017. The report includes a "SPONSOR CONTENT" header and a "NUMBERS MATTER" section. The numbers section features four statistics: 39% (Survey reveals insights of 100 Canadian financials), 49% (of Canadians say they do not know how to plan for retirement), 29% (of Canadians say they do not know how to plan for retirement), and 39% (of Canadians say they do not know how to plan for retirement). The report also includes a "SECTION FIVE" header.