

Cities of the future



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By 2050, an estimated 70 per cent of the world's population will live in urban areas. Social and technology innovation – along with changes in design, urban planning and transportation – will shape the cities of the future with the aim to enhance their sustainability and their inhabitants' quality of life.

Proposed topics:

CONNECTEDCITIES – Technology allowing cities to function more seamlessly.

TRANSPORTATION – Innovation shaping city transport options.

GREEN BUILDINGS – Reducing built environment's carbon footprint.

SUSTAINABILITY & LIVABILITY – Improving environmental performance and well-being.

GET INVOLVED TODAY. CONTACT:

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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: com Score Q 2 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**



Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Sponsor Content Features are offered as bundled advertising packages across print and digital media.

PRINT

YOUR CHOICE OF AD SIZE

- Participating advertisers can be featured with quotes and/or images within content space.
- Sponsor content feature will appear with committed advertising in either separate, or relevant newspaper section.

DIGITAL

- 400,000 IMPRESSIONS delivered as contextually placed 300x600 audience engagement units. Features advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears in roadblock next to articles, non-guaranteed impressions.
- Sponsor content articles will run in partner section.

	NATIONAL
FULL PAGE	\$34,937
TWO-THIRDS (2/3) PAGE	\$24,692
HALF (1/2) PAGE	\$19,580
THIRD (1/3) PAGE	\$14,972
QUARTER (1/4) PAGE	\$12,416
BANNER	\$9,894
EIGHTH (1/8) PAGE	\$8,001

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT
SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your
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