

Forestry in Canada



PUBLICATION DATE: Friday, September 20th
GET INVOLVED BY: Friday August 16th
MATERIAL DUE: Friday, September 6th

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Canada has 347 million hectares of forest land, which make up 9 per cent of the world’s forest cover, 28 per cent of the world’s boreal zone and 40 per cent of the world’s forests certified as being sustainably managed. In a global context, Canada has the world’s largest forest product trade balance. This special feature explores the strengths, challenges and opportunities facing Canada’s forestry sector.

Proposed topics:

- Research and advocacy** – Evidence-based advocacy for sustainable forestry practices.
- Market trends** – Outlook, changes and challenges for forest products.
- Industry innovation** – Emerging technologies and business processes for generating social, economic and environmental values.
- Conservation and climate change** – Forestry and climate challenges.

GET INVOLVED TODAY. CONTACT:
RICHARD DEACON, Project Manager, 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



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
Globe and Mail Project Manager Richard Deacon - rdeacon@globeandmail.com