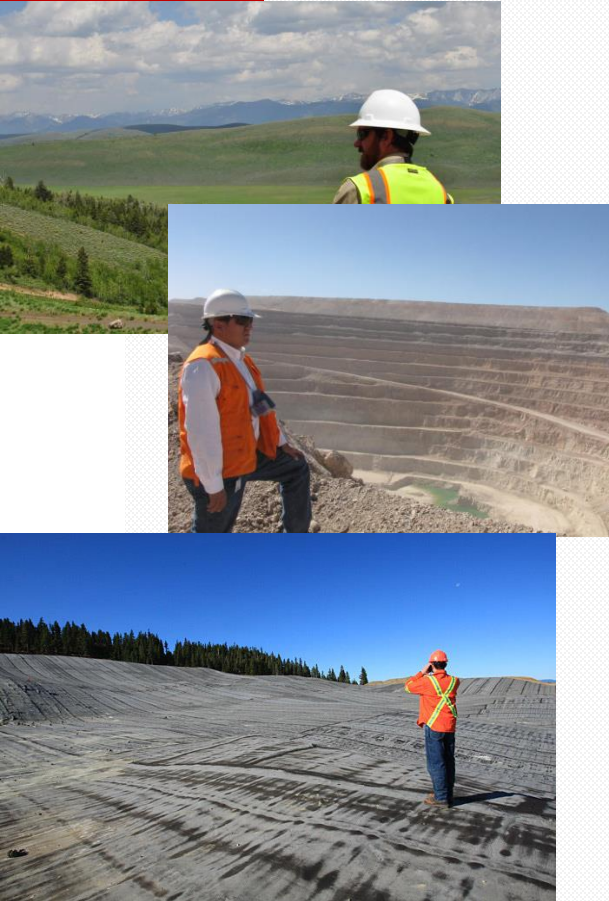


# MINING



**PUBLICATION DATES:** Tuesday, May 26th, 2020

**GET INVOLVED BY:** Tuesday, May 5th, 2020

**MATERIAL DUE:** Tuesday, May 12th, 2020

**INVESTMENT: SPECIAL RATES APPLY**

Canada continues to be a global leader in the mining industry. Its success is due to its abundance of natural resources and top-tier production and processing capabilities, as well as its stable and favourable legal and tax regimes. Our wealth of mineral resources range from industrial raw materials to various precious and base metals. This special report will cover a range of topics, from exploration and mining rights, foreign investment, tax considerations, capital raising, environmental, health and safety regulations and indigenous considerations.

**Topics under consideration:**

**NEWS** - A review of mineral exploration and resource development in Canada;

**LEADERSHIP:** Leaders and advocates who are driven to advance the profitability and sustainability goals of Canada's mining industry.

**INNOVATION:** What are the latest developments in the industry and why they should matter to all Canadians.

**ECONOMIC OUTLOOK** - A look to the future of mining at home and abroad industry continues to face market demands and pressures.

To learn more about how to advertise in this special opportunity, please reach out to your Globe and Mail advertising representative today.

**Keith Ryder, Special Reports Associate**

[kryder@globeandmail.com](mailto:kryder@globeandmail.com)

## GLOBE AND MAIL EDITORIAL REPORTS

ARE TURNKEY CONTENT ADJACENCY  
SOLUTIONS THAT PROVIDE STRONG  
CONNECTION BETWEEN ADVERTISER  
AND READER

## REACH YOUR TARGET

**ONLINE: National  
Globeandmail.com  
4.6 MILLION**

WEEKLY DIGITAL READERS  
Source: Vividata Fall 2019 National Total

**Globe Alliance  
20.2 MILLION**

MONTHLY UVS  
Source: comScore Q2 2019 average, multi-platform

**PRINT: National Edition  
899,000**

WEEKDAY PRINT READERS  
Source: Vividata Spring 2019 National Total readers

## ACHIEVE POWERFUL 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

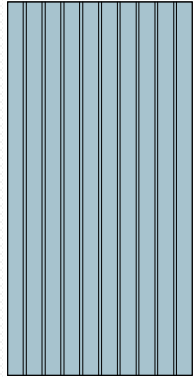
Source: Omniture, Doubleclick

# NEWSPAPER AND DIGITAL

## Editorial Special Reports

### ADVERTISING OPTIONS

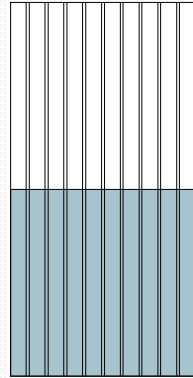
PRINT



**FULL PAGE**

**National (net)**  
\$16,000

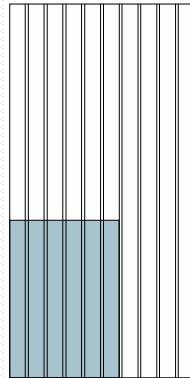
10 columns x 280 agates  
8.97" x 20.0"



**1/2 page**

**National (net)**  
\$11,500

10 columns x 140 agates  
8.97" x 10"



**1/4 page**

**National (net)**  
\$6,500

6 columns x 117 agates  
5.30" x 8.36"

DIGITAL

### 500,000 impressions

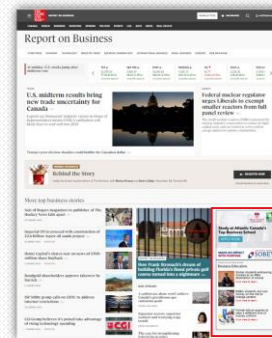
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$11,500 (net)**

**NEXT-TO-CONTENT IMPRESSIONS:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

**CO-BRANDED IMPRESSIONS:** 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.



Audience Engagement Units



Opinion  
A question for Maryann Weisheit about her birthplace  
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