

National Philanthropy Day



PUBLICATION DATE: Friday, November 13

GET INVOLVED BY: Friday, October 2

MATERIAL DUE: Friday, October 30

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

November 15 is the day that's dedicated to recognizing the important and essential contributions that philanthropy – and the people active in the philanthropic community – have made in Canada and across the world. This special feature, produced in partnership with the Association of Fundraising Professionals (AFP), highlights the impact of Canadian charities and trends in giving.

Proposed topic highlights:

TIME OF NEED – How charities are responding to urgent local and global needs.

FROM ANGST TO ACTION – How giving can make us feel empowered.

COLLECTIVE IMPACT – What contributions from donors and volunteers can achieve.

MAKING A DIFFERENCE – How Canadian philanthropy is changing lives.

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL SOLUTIONS.

PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE

ONLINE: National Edition
4.1 MILLION WEEKLY DIGITAL READERS

PRINT: National Edition
936,000 WEEKDAY PRINT READERS
Source: Vividata Winter 2020 Readership Study National

WITH POWERFUL INTERACTIVITY RESULTS
35% HIGHER READING TIME
OVER 2 MINUTES ON SPECIAL REPORT ARTICLES VS. GAM SITE AVERAGE

3 X HIGHER CTR
ON ADS NEXT TO CONTENT
VS. GAM SITE AND CANADIAN AVERAGE
Source: Omniture, Doubleclick

Click on the report below to see a similar feature

