

# STEM to STEAM education



**PUBLICATION DATE:** Friday, October 23  
**GET INVOLVED BY:** Friday, September 18  
**MATERIAL DUE:** Friday, October 16

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

Integrating science, technology, engineering, the arts and mathematics (STEM and STEAM education) into teaching and learning allows students to understand and appreciate the relevancy of their work to the world around them. This special feature explores the connection between STEM and STEAM education to equipping students with skills and competencies that include creativity, critical thinking, problem solving, innovation and collaboration.

**Proposed topic highlights:**

**LEADERSHIP** – Advancing STEM and STEAM education across Canada and the world.

**MULTIDISCIPLINARY TEAMS** – Different perspectives for creating robust solutions.

**DIVERSITY & INCLUSION** – Turning diversity and inclusion into a competitive advantage.

**TECHNOLOGY & TOOLS** – Leveraging innovative learning methods and technology.

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON**, Project Manager T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto: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  
**4.6 MILLION WEEKLY DIGITAL READERS**

**PRINT:** National Edition  
**899,000 WEEKDAY PRINT READERS**  
Source: Vividata Spring 2019, National,  
Globe Weekly Print and Digital Readers

**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 on this topic**

