

Celebrating food and farming in Canada



PUBLICATION DATE: Monday, October 12
GET INVOLVED BY: Thursday, September 10
MATERIAL DUE: Monday, October 5

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY
The month of October, when Canadians celebrate Thanksgiving, presents a chance to create awareness about the important contribution of farmers and food producers to advancing food security, health and well-being. In recognition that Canada is one of the largest agricultural producers and exporters in the world, this special feature will highlight this important sector's impact, challenges and potential.

Proposed topics:

BRAND CANADA – What sets Canadian farmers and food producers apart?

RESEARCH & INNOVATION – Leveraging research and innovation for sustainable food systems.

CONSUMER TRENDS – What do changing food choices mean for Canada's farmers and food producers?

FOOD SECURITY – Building resilience and enhancing food security.

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager, 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

