NEWSPAPER AND DIGITAL

Home security and automation



PUBLICATION DATE: Monday, November 16
GET INVOLVED BY: Monday, October 5
MATERIAL DUE: Monday, November 9

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

With the help of technology and innovation, our homes can become integrated systems that potentially include computers, smartphones, doorbells, cameras, lights, windows and appliances – offering comfort, energy efficiency and peace of mind. This special feature will explore the evolution of home security and automation, and what it means for Canadians.

Proposed topic highlights:

Customized security options – From security cameras to remote monitoring and advanced warning systems.

Sustainability – Home automation for energy efficiency and green living.

Automation enabling independent living – Options for enhancing safety and security for seniors.

Improved user experience – Smart homes that are affordable and easy to use.

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



