

Blockchain and cryptocurrency



PUBLICATION DATE: Wednesday, March 17
GET INVOLVED BY: Wednesday, February 10
MATERIAL DUE: Wednesday, March 10

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

As a platform for economic engagement that can bring reduced inefficiencies and transaction cost and allow multiple parties to transact with ease, blockchain technology serves as a foundation for cryptocurrency and other applications. This special feature explores how Canadian thought-leaders, innovators, startups and investors leverage technology platforms like blockchain to advance their goals.

Proposed topic highlights:

BLOCKCHAIN – Trends and findings in blockchain innovation.

CRYPTOCURRENCY – The most important cryptocurrencies and what investors should know about them.

SUPPLY CHAIN INTEGRITY – Blockchain enhancing security, transparency and authenticity.

IMPACT – How blockchain technology is transforming areas like finance, insurance, health and more.

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
7.5 MILLION MONTHLY UVs

Source: Comscore Media Metrix Multi-Platform,
Jul-Sep 2020 (Q3) Average

PRINT: National Edition
923,000 WEEKDAY PRINT READERS

Source: Vividata Fall 2020, National, A14+

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

**Click on the report below to
see a similar feature**

