

# National Manufacturing Day



**PUBLICATION DATE:** Friday, October 1  
**GET INVOLVED BY:** Friday, August 20  
**MATERIAL DUE:** Friday, September 24

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

This special feature explores how industry leaders, centres of excellence and innovation hubs boost this important sector's performance and ability to compete on the world stage.

**Proposed topic highlights:**

**ADVANCED MANUFACTURING** – Leaders in advanced manufacturing leveraging technology and innovation.

**PARTNERSHIPS** – High-impact partnerships boosting outcomes for the sector.

**RESOURCE EFFICIENCY** – Profiling examples of resource efficiency and sustainability.

**MADE-IN-CANADA SOLUTIONS** – Global success stories of Canadian manufacturing.

**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

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