

Celebrating food and farming



PUBLICATION DATE: Friday, October 8

GET INVOLVED BY: Friday, August 13

PRINT/DIGITAL AD MATERIAL DUE: Wednesday, September 22

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

As an annual celebration of the harvest and its bounty, Thanksgiving presents a chance to recognize the important role of farmers and food producers in ensuring that Canadians have access to healthy, nutritious and affordable food. This special feature – published ahead of Thanksgiving and National Farmer's Day – will highlight the countrywide efforts that enable Canada to take a place among the largest agricultural producers and exporters in the world.

Proposed topic highlights:

MADE IN CANADA – What made-in-Canada food is known for in the country and abroad.

TRENDS – Food choices and how they impact farming and food production.

FOOD SECURITY – Building resilience and enhancing food security.

SUSTAINABILITY – Reducing negative environmental impacts.

RESEARCH & INNOVATION – Advancing food production and capacity through science and technology.

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**

