

2021 NATIONAL SPONSOR CONTENT FEATURE

NEWSPAPER AND DIGITAL

# Rainbow Railroad - a pathway to safety for LGBT2SQ people worldwide



**PUBLICATION DATE:** Thursday, November 18  
**GET INVOLVED BY:** Thursday, October 7  
**PRINT/DIGITAL AD MATERIAL DUE:** Thursday, November 11

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

While strides continue to be made towards equal rights recognition for all people regardless of sexual orientation, in many parts of the world violent persecution of LGBTQ2S+ community members has surged in recent years. Rainbow Railroad, a Canada-based international LGBT2SQ organization, provides a pathway to safety for persecuted people of the queer community worldwide. Sadly, Rainbow Railroad reports that appeals for its help are on track to double since 2019. What more can be done to help bring relief and peace to people in need?

### Proposed topic highlights:

- A GLOBAL ISSUE.** Why gender and sexual persecution are a threat in regions ranging from Africa and the Middle East to the Caribbean.
- STRATEGIC PARTNERSHIPS.** How government and corporate Rainbow Railroad partners are helping LGBTQ2S+ community members find refuge.
- BEYOND RELOCATION.** Beyond extraction and emergency relocation, how Rainbow Railroad helps those in need.
- COVID THREAT.** How government-imposed COVID lockdowns are used in some regions to target LGBTQ2S+ people.

**GET INVOLVED TODAY. CONTACT:**  
**RICHARD DEACON**, Project Manager T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto: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

