

The future of accounting



ONLINE DATE: Monday, October 25
GET INVOLVED BY: Wednesday, September 22
PRINT/DIGITAL AD MATERIAL DUE: Monday, October 18

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Accounting is undeniably changing, largely because of intelligent technology, including machine learning, AI, and blockchain. While advanced systems handle much of the repetitive work, humans are the crucial link between data and clients. This special feature will explore the trends that affect the future of the accounting profession in Canada.

Proposed topic highlights:

Advocacy and education – Advancing understanding and awareness about the accounting profession.

Expert advice in difficult times – Canadian accountants finding efficiencies amidst disruption.

Trends and impact – Shaping the future of accounting and the types of jobs that are available.

Technology and innovation – Automation, minibots, machine learning and adaptive intelligence as part of the finance team.

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**

