

Zero-carbon strategies



PUBLICATION DATE: Wednesday, November 10

GET INVOLVED BY: Wednesday, October 6

MATERIAL DUE: Wednesday, November 3

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Meeting Canada's goal of reducing carbon emissions by 40 to 45 per cent over the next nine years requires urgent and purposeful action across all sectors and areas of society. This special feature will highlight the leaders, organizations and initiatives promising a significant impact on our collective journey to zero carbon.

Proposed topic highlights:

ADVOCACY & LEADERSHIP – Leading by example and inspiring others.

IMPACT – Profiling the organizations that are actively managing – and reducing – their climate-related impacts.

SOLUTIONS – From reducing emissions to turning to carbon capture and storage for better results.

PARTNERSHIPS – Teaming up for better outcomes.

INNOVATION & TECHNOLOGY – Turning to new tools for meeting strategic objectives.

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**

