

# Zero-carbon strategies



**PUBLICATION DATE:** Tuesday, October 26  
**GET INVOLVED BY:** Tuesday, September 14  
**MATERIAL DUE:** Tuesday, October 19

**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](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**

