

2021 NATIONAL
SPONSOR
CONTENT FEATURE

NEWSPAPER
AND DIGITAL

Dyslexia Awareness Month

PUBLICATION DATE: Monday, October 4

GET INVOLVED BY: Monday, August 9

PRINT/DIGITAL AD MATERIAL DUE: Monday, September 27

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

With the 2021 theme *Empowering Voices*, Dyslexia Awareness Month in October seeks to raise awareness and highlight tools for better outcomes. Beyond fostering a better understanding of dyslexia in Canada, this special feature will explore how improving literacy rates for those with dyslexia can enable their success throughout their entire educational career and beyond.

Proposed topic highlights:

UNDERSTANDING & SUPPORT – Creating fair and equitable outcomes for Canadians with dyslexia, one of the most common language-based learning disabilities.

RESEARCH – Advancing our understanding of the challenges and opportunities associated with dyslexia.

TOOLS & TECHNOLOGY – From free software and fonts to assistive technologies shaping the outlook for dyslexic learners.

EMPOWERING VOICES - Empowering voices to obtain inclusive, culturally appropriate and equitable access to education and work success.

GET INVOLVED TODAY. CONTACT:

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PARTICIPATING ADVERTISERS
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**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

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