

# Roadmap for a just recovery



**PUBLICATION DATE:** Monday, November 15  
**GET INVOLVED BY:** Monday, October 4  
**MATERIAL DUE:** Monday, November 8

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

As Canada acts to recover from the COVID-19 crisis, advocates and organizations continue to join voices to demand that we create a more equitable and sustainable future. This special feature will highlight the principles and actions that are providing Canada's roadmap for a just recovery.

**Proposed topic highlights:**

- PEOPLE FIRST**– Prioritizing people's health and well-being.
- SAFETY & SECURITY** – Strengthening the social safety net and providing relief directly to people.
- RESILIENCE** – Building resilience to prevent future crises.
- SOLIDARITY** – Solidarity and equity across communities, generations and borders.
- RESPECTING RIGHTS** - Rights-based partnerships with Indigenous peoples and communities.

**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  
**4.1 MILLION WEEKLY DIGITAL READERS**

**PRINT:** National Edition  
**936,000 WEEKDAY PRINT READERS**  
Source: Vividata Winter 2020 Readership Study National

**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  
Source: Omniture, Doubleclick

**Click on the report below to see a similar feature**

