

2022 NATIONAL SPONSOR CONTENT FEATURE

NEWSPAPER AND DIGITAL

International Women's Day



PUBLICATION DATE: Monday, March 8
GET INVOLVED BY: Monday, January 25
MATERIAL DUE: Monday, March 1

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

On March 8, the global community celebrates International Women's Day, an opportunity to highlight the actions, initiatives, achievements and challenges related to building a more equal world. This special feature will celebrate the social, economic, cultural and political achievements of women as well as include a call to action for accelerating women's equality.

Proposed topic highlights:

- IMPACT**– Examining the correlation between opportunities for women's participation and powerful societal benefits.
- ADVOCACY & LEADERSHIP** – Profiling advocates, organizations and companies who take the lead in empowering women.
- ACTION** – Programs, initiatives and campaigns making a difference for gender-inclusivity.
- SUPPORT** – Philanthropy and economic empowerment for creating a more equal world.

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
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

