

2021 NATIONAL SPONSOR CONTENT FEATURE

NEWSPAPER AND DIGITAL

# Season of giving



**PUBLICATION DATE:** Thursday, December 16  
**GET INVOLVED BY:** Friday, November 12  
**PRINT/DIGITAL AD MATERIAL DUE:** Thursday, December 9  
**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

For many, the end of the year is associated with giving. Beyond being generous to friends and family, Canadians are also taking this opportunity to show their appreciation and support for the valuable contribution of charities across the county. This special feature will highlight the efforts and impact of the Canadian non-profit sector – and the causes, initiatives and success stories that inspire hope during this season of giving.

**Proposed topic highlights:**

- COMMUNITY IMPACT** – Celebrating notable achievements and community impact.
- OUTLOOK** – Meeting the needs of today and preparing for future challenges.
- CANADIAN GIVING** – How Canada is shaping outcomes at home and abroad.
- NEW REALITY** – A global pandemic and climate emergency shaping trends in philanthropy.

**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**

