

# Fraud Awareness Week



**PUBLICATION DATE:** Monday, November 14  
**GET INVOLVED BY:** Monday, October 3  
**PRINT/DIGITAL AD MATERIAL DUE:** Monday, November 7  
**INVESTMENT:** SPECIAL NATIONAL FEATURE/CONTRACT RATES APPLY

International Fraud Awareness Week is observed globally to raise awareness of fraud through prevention campaigns and education. As is the case around the world, losses from fraud continue to grow in Canada, with the Canadian Anti-Fraud Centre reporting that Canadian individuals and businesses lost \$380-million in 2021 due to fraudulent activities. This feature highlights the importance of recognizing, rejecting and reporting fraud.

## Proposed topic highlights:

- TRENDS** – The latest scams and other forms of fraud
- RAISING AWARENESS** – Staying vigilant and up-to-date to combat constantly evolving schemes.
- TECHNOLOGY & INNOVATION** – Advances in tools to augment security and address vulnerabilities
- SOLUTIONS** – From education to support for customers and businesses.
- REAL ESTATE FRAUD** - How to protect yourself.

Sponsor content is available. Speak to your account manager for more information.

**GET INVOLVED TODAY. CONTACT:**  
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## INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL  
SOLUTIONS. PARTICIPATING  
ADVERTISERS  
CAN BE MENTIONED/QUOTED  
WITHIN CONTENT SPACE.

## THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE

**PRINT/DIGITAL:** National Edition  
**6,367,000 WEEKLY PRINT/DIGITAL  
READERS**

Source: Vividata Fall 2021, National, A14+

**PRINT:** National Edition  
**714,000 WEEKDAY PRINT READERS**

Source: Vividata Fall 2021, National, A14+

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**FRAUD PREVENTION MONTH:** CYBER HYGIENE CRITICAL IN PANDEMIC ERA AMID RISING TIDE OF DIGITAL FRAUD

**BE WARNY ABOUT EMAILS THAT MIMIC LEGITIMATE COMMUNICATIONS**

**PROTECT YOURSELF FROM**