

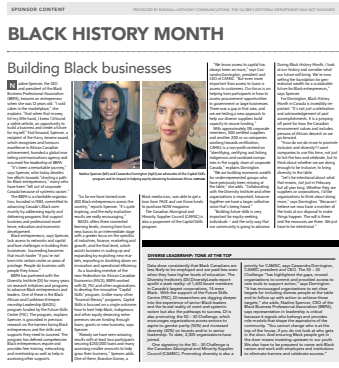


2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Black History Month

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Black History Month in Canada is a time to celebrate and recognize the significant contributions and achievements of Black Canadians today and throughout history. This special feature will shine a spotlight on the importance of learning from the past, amplifying Black voices, and working towards a more inclusive and equitable society that celebrates diversity and embraces the important contributions of all Canadians.

- Proposed topic highlights:**
- ACHIEVEMENTS** — Recognizing Black individuals' contributions across various fields.
 - EDUCATION & AWARENESS** — Raising awareness and promoting education about Black history.
 - FUTURE LEADERS & ROLE MODELS** — Empowering the next generation of Black leaders.
 - CULTURAL HERITAGE** — Celebrating diverse traditions, art, music, literature, and cuisine.

GET INVOLVED TODAY. CONTACT:

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*The Globe and Mail is the #1 newspaper brand in Canada**

*Reaching more senior executives, business owners and professionals**

*Reaching more High-Net-Worth Investors with over \$500K in assets.**

Print/Digital Weekly Readers – **5,898,000**
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
December 7	January 25	February 1	December 7