

THE GLOBE AND MAIL

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



BUSINESS CLIMATE CHANGE

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Canada has a number of advantages when it comes to tackling climate change. It has a vast clean energy potential from coast to coast to coast, an impressive research and innovation infrastructure and some industry and government leaders who take environmental responsibility seriously. This special feature will highlight initiatives across the country that help to move Canada into a leadership position – it will also identify the barriers and gaps that hold us back.



GOING LIVE IN PRINT AND ONLINE:
APRIL 25, 2016

GET INVOLVED BY:
MARCH 21, 2016

MATERIALS DUE:
APRIL 18, 2016

This special feature will include the following editorial highlights:

SHIFTING INVESTMENT TIDES. As capital flows away from the oil sands, where will it land?

CARBON TAX, CAP AND TRADE. As provinces make their moves, what new steps will emerge on the national dance floor?

SUSTAINABLE ACCOUNTING 101. Stranded assets, potentially worthless oil reserves, carbon liabilities – do we need to rethink the balance sheet?

GLOBAL OPPORTUNITIES. The Chinese economy is choking on its own exhaust – are there opportunities for Canada emerging from the smog?

MELTING ICECAPS, MELTING MARKETS? Canada faces higher temperatures in the future and a lower currency right now – for which industries is this a potential formula for success?

THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES*

Our weekday readers are:

89% more likely to be senior managers/owners

2x as likely to work in professional positions

Nearly 3x as likely to have household incomes of \$200,000+

REACH YOUR MARKET**



IN PRINT...

893,000

WEEKDAY PRINT/PDF READERS

1,032,000

SATURDAY PRINT/PDF READERS



ONLINE...

3.7 million

UNIQUE VISITORS

3.9 million

MONTHLY MOBILE READERS



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See page 2 for details...

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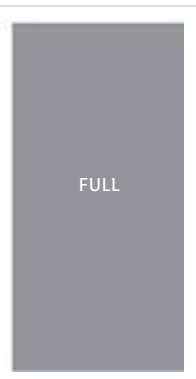


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