

As the world's population is approaching nine billion people, the impact of buildings on our environment in general and energy consumption and carbon emission in particular are of critical importance. Sustainable building practices are potential contributors to global solutions. From material innovations and energy management systems to urban densification, the building industry is confronting some big issues – and opportunities – as we deal with new building codes, regulations and industry standards that affect physical structures as well as construction processes. There is no question that adding environmental responsibility and resource-efficiency to parameters like economy, utility, durability and comfort, is gaining traction across the country.



GOING LIVE IN PRINT AND ONLINE: MAY 27, 2016

GET INVOLVED BY: APRIL 22, 2016

MATERIALS DUE: MAY20, 2016

This special feature, produced in co-operation with leading experts, will include the following editorial highlights:

LEED LEADERS. We highlight notable Leadership in Energy and Environmental Design projects and spotlight Canadian buildings that are leading the charge.

THE FUTURE OF RETROFIT. We look at innovative technologies available to manage existing buildings' energy systems, water and waste.

CONSTRUCTING HUMAN HEALTH. The latest research on how buildings contribute to a healthy work and living environment.

GREEN GROWTH. We examine the potential for green building as a driver for economic growth and jobs.

ENVIRONMENTAL IMPACT. How do we measure the environmental footprint of our buildings? And how can we reduce their carbon emissions?

BETTER BUILDINGS. A survey of recent developments in construction materials, lighting and building envelope design.

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

Our weekday readers are:

64% more likely to be senior managers/owners

31% more likely to be professionals

2x as likely to have household incomes of \$200,000+

REACH YOUR MARKET**



IN PRINT...

1,074,000

1,669,000



ONLINE...

UNIQUE MOBILE VISITORS



+ Increase your reach and audience with SOCIAL **MEDIA AMPLIFICATION...**

See page 2 for details...

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.









NEXT STEPS? Contact Up Marketing at 416 850 8787 or info@up-marketing.com for rates and further information

THE GLOBE AND MAIL*

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

SUSTAINABLE BUILDING



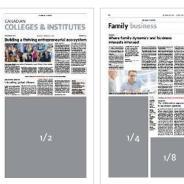
PRINT

CHOOSE YOUR AD SIZE AND FREQUENCY

We will boost your investment value by presenting custom content opportunities designed to deliver readership value and support your strategic interests.









DIGITAL

PUBLISH

See your special feature content housed in the globeandmail.com special features hub:



OR for added global visibility, publish on a custom special feature website:



ADVERTISE

Co-branded digital ads on globeandmail.com promote brand awareness and drive to your site and special feature content:



SOCIAL

AMPLIFY

Mobilize content, conversations and build your social media influence, engagement and audience. Choose from a suite of services:

> CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)

> STRATEGY > DAILY UPDATES

PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION







> REPORTING AND ANALYTICS