



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Countdown to GivingTuesday

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

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GivingTuesday, a global celebration observed in Canada and beyond, stands as a day devoted to fostering generosity, community, and philanthropy. This significant day serves as a poignant reminder of the crucial role in supporting charities and movements dedicated to assisting those in need on a daily basis. This special feature will shine a light on this celebration of compassion, unity, and the enduring potential of generosity to create a lasting impact.

Proposed topic highlights:

IMPACT — Showcasing stories of the tangible differences made through Giving Tuesday contributions.

PARTNERSHIPS — Illuminating partnerships that amplify the influence of Canadian charities.

PHILANTHROPIC TRENDS IN CANADA — Spotlighting the causes that strike a chord with Canadians.

OUTLOOK — Investigating the future-oriented strategies and aspirations of charitable organizations across Canada.

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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Print/Digital Weekly Readers – **6,063,000**
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
October 14, 2024	November 25, 2024	December 2, 2024	October 14, 2024