



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

International Day of Charity

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

Click on the report below to see a similar past feature



Global charity work is a cornerstone of social cohesion, fostering inclusive and resilient communities while addressing urgent humanitarian needs and supporting public services in healthcare, education, and housing. Established by the United Nations in 2012 to honour Mother Teresa's legacy, the International Day of Charity on September 5th highlights the vital role of charitable efforts in alleviating poverty and enhancing human welfare. This special feature will underscore the vital role of global charities and their contributions to the well-being of others, promoting a worldwide culture of generosity and compassion.

- Proposed topic highlights:**
- Alleviating Suffering:** Efforts to reduce hardship and improve quality of life.
 - Health and Wellness:** Promoting physical and mental well-being.
 - Education and Knowledge:** Advancing learning and educational opportunities.
 - Emergency Response:** Providing aid and support in times of crisis.
 - Environmental Stewardship:** Protecting and preserving the natural world.
 - Community Support:** Strengthening and empowering communities.



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

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

GET INVOLVED TODAY. CONTACT:

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

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
July 18	August 29	September 5	July 18