

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



WEARABLE TECHNOLOGY

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

From fitness trackers to smart watches, eye-wear and more, Canadian consumers have an ever-expanding array of wearable technology products to choose from. New innovative solutions are available in a range of areas, including fitness and health tracking, communications and gaming.



GOING LIVE IN PRINT AND ONLINE:
DECEMBER 5, 2016

GET INVOLVED BY:
OCTOBER 31, 2016

MATERIALS DUE:
NOVEMBER 28, 2016

Proposed editorial highlights:

SMART WATCHES. Beyond telling time, we explore the many functions smart watches are capable of.

FITNESS AND HEALTH TRACKERS. We explore the ever-expanding range of apps and gadgets that help consumers meet their health and fitness goals.

ACCESSORIES WITH A MISSION. We highlight hot new accessories, such as heartbeat-authentication bracelets, gesture-control armbands, rings that link to smartphones and brain-sensing headbands.

HIGH TECH GARMENTS. What are the latest trends in smart clothing, tech-enhanced pet-wear and sensor technology?

GAMING. We look at the wearable technology that takes gaming to the next level.

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...

1,298,000

WEEKDAY READERS

1,864,000

SATURDAY READERS



ONLINE...

6,584,000

UNIQUE VISITORS EVERY MONTH

3.6 million

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 Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

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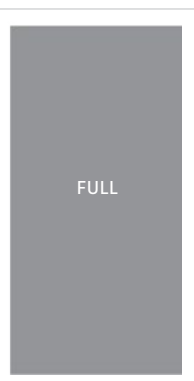
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DIGITAL

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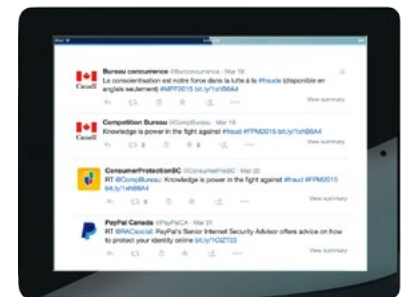


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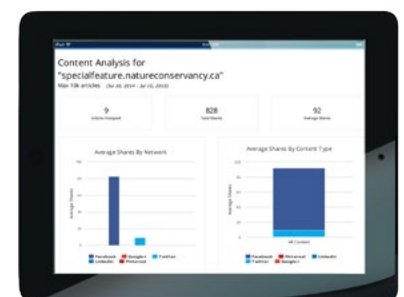
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- > PAID SOCIAL AMPLIFICATION



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