

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



LIFE, HEALTH AND FINANCIAL SECURITY

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

The Canadian life and health insurance industry provides a range of financial security products to more than 28 million Canadians, including reimbursing Canadians for almost \$10-billion in prescription drug costs annually. It employs about 159,000 Canadians and is a major investor in Canada's economy, with assets of \$762-billion.



GOING LIVE IN PRINT AND ONLINE:
APRIL 26, 2017

GET INVOLVED BY:
MARCH 15, 2017

MATERIALS DUE:
APRIL 19, 2017

This feature – produced in co-operation with the Canadian Life and Health Insurance Association – will include the following editorial highlights:

Canada's infrastructure. Much of Canada's core public infrastructure assets are badly in need of repair and new investment. How can the life and health insurance industry be part of the solution?

Prescription drugs. How is the life and health insurance industry helping employers and employees manage the realities of sharply rising prescription drug costs?

Innovation in insurance. The life and health insurance industry is one of the oldest on the planet and its longevity speaks to its ability to evolve with the times. How is it adapting to the newest world order of exponentially rapid technological change and a new generation of consumers?

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WEEKDAY READERS

1,669,000

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UNIQUE VISITORS

3.6 million

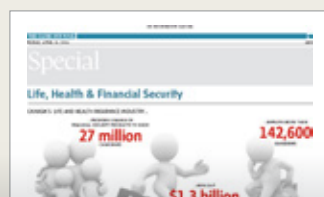
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See page 2 for details...

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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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PRINT

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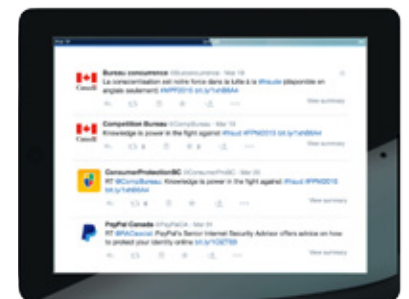
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