

# MEN'S HEALTH



**PUBLICATION DATES:** Tues, April 4 **GET INVOLVED BY:** Wed, March 15  
**MATERIAL DUE:** Wednesday, March 22

For more and more Canadian men, staying physically and mentally healthy - for as long as they can - is a big priority. But finding the time to live right, while balancing family and work, can be tough. To help, The Globe and Mail will produce a special report called Men's Health on April 4th, 2017.

We'll examine the latest thinking on exercise, nutrition, stress and more, and offer guidance on keeping our readers healthy for life. It will be an ideal opportunity to reach our readers with lifestyle, health and fitness products and services that benefit their health and longevity.

**TOPICS CURRENTLY UNDER CONSIDERATION INCLUDE:**

- › Diet and exercise
- › Cancers and other diseases that primarily affect men
- › Mental health issues
- › Work life balance
- › The effects of ageing

To learn more about Men's Health and reserve your space, speak with your Globe and Mail advertising representative today.

## ADVERTISING OPTIONS

Editorial special reports are available across digital and newspaper. Each media is offered separately; speak to your Globe and Mail Account Manager for cross-platform packages.

### DIGITAL

**500,000 impressions**

- › 15,000 next to special report content
  - › 485,000 co-branded audience engagement units
- }
- \$11,500**

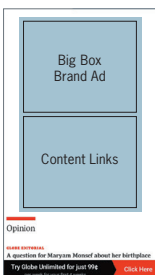
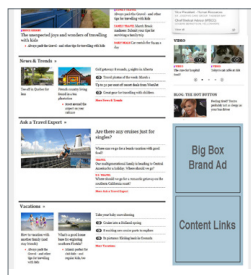
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

**Next-to-content impressions:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

**Co-branded impressions:** 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

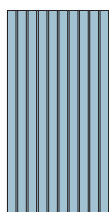
Branding next to content.

Content promotion via audience engagement units.

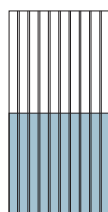


### NEWSPAPER

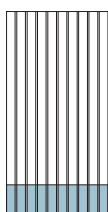
Rate card or contract rates apply. Additional size options available.



**FULL PAGE**  
10 col x 280 ag  
9.88" x 20.0"



**1/2 PAGE**  
10 col x 140 ag  
9.88" x 10.0"



**BANNER**  
10 col x 47 ag  
9.88" x 3.36"



## REACH YOUR MARKET\*



**18 MILLION**

MONTHLY UNIQUE VISITORS  
(GLOBE AND MAIL MULTI-PLATFORM, ALLIANCE)

**6.5 MILLION**

MONTHLY UNIQUE VISITORS  
(GLOBE AND MAIL MULTI-PLATFORM)

Source: comScore, Omniture, Doubleclick

## WITH POWERFUL INTERACTIVITY RESULTS...

**35% higher reading time**

Over 2 minutes on special report articles vs. GAM site average

**3x higher CTR**

On ads next to content vs. GAM site and Canadian average

Source: comScore, Omniture, Doubleclick



**1,318,000**

(WEEKDAY READERS)

Source: Vividata Q2 2016

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

- **2.6 million** of our male print & digital readers believe their overall good health depends on eating well.
- **2.3 million** male readers feel regular exercise is an important part of their life.
- Nearly half of our male readers consider their lives to be stressful (Index:110)

Source: Vividata Q2 2016 A18+, Male National

For additional information, please contact **KEITH RYDER**, Brand Partnership Manager, Special Reports

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