

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Our skin is the body's first line of defense against external influences, including irritants, germs and sun exposure. Good skin care practices and sound lifestyle choices can not only keep our skin in better shape - they can also boost overall health and well-being.

	GOING LIVE IN PRINT AND ONLINE: MAY 3, 2017	GET INVOLVED BY: MARCH 22, 2017	MATERIALS DUE: APRIL 26, 2017
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Publishing in the Globe and Mail's Life section in advance of Sun Awareness Week, this print and digital advertising feature will include the following editorial highlights:

SKIN HEALTH. We explore the skin care needs of a variety of age groups, from babies and teenagers to adults and boomers.

SUN AWARENESS. While Canadians are increasingly aware of the danger ultraviolet radiation poses to the skin, they can do more to minimize the risks of skin cancer.

PRODUCTS AND THERAPIES. We highlight experts' views on skin health products, cleansing routines, facials, steam, electro therapy and comedone extraction.

INNOVATION. What are some of the new diagnostic tools and treatment options that offer hope for patients suffering from skin conditions such as psoriasis and eczema?

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...

1,074,000

WEEKDAY READERS

1,669,000

SATURDAY READERS



ONLINE...

3.8 million

UNIQUE VISITORS

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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SUMMER SKIN HEALTH

PRINT

CHOOSE YOUR AD SIZE AND FREQUENCY

We will boost your investment value by presenting custom content opportunities designed to deliver readership value and support your strategic interests.

Grid of print ad options for 'SUMMER SKIN HEALTH':

- 1/3: A 3-column grid layout.
- BANNER: A horizontal banner at the top of a page.
- 1/2: A 2-column layout.
- 1/4: A 4-column layout.
- 1/8: A small 8-column layout.
- FULL: A full-page layout.

DIGITAL

PUBLISH

See your special feature content housed in the globeandmail.com special features hub:



OR for added global visibility, publish on a custom special feature website:



ADVERTISE

Co-branded digital ads on globeandmail.com promote brand awareness and drive to your site and special feature content:



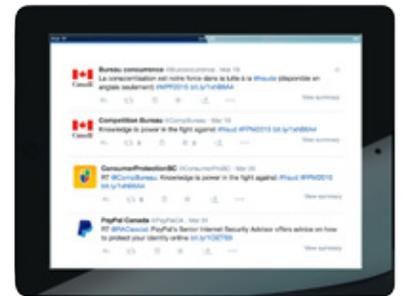
SOCIAL

AMPLIFY

Mobilize content, conversations and build your social media influence, engagement and audience. Choose from a suite of services:

- > CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)
- > STRATEGY > DAILY UPDATES

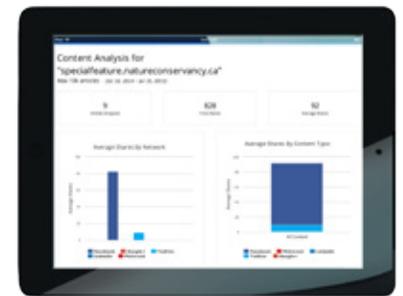
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS

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