

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



VISION & HEARING HEALTH

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

About 500,000 Canadians live with significant vision loss that impacts their quality of life, and nearly one in four adult Canadians reports having some hearing loss. Yet medical and technological advancements and innovative products and devices promise hope for people with vision and hearing impairments. And timely intervention and treatment can mitigate their risks of isolation, depression and breakdown of social networks.



GOING LIVE IN PRINT AND ONLINE:

APRIL 11, 2017

GET INVOLVED BY:

FEBRUARY 28, 2017

MATERIALS DUE:

APRIL 4, 2017

Proposed editorial highlights:

INTERVENTION. We talk to experts about the evolution of treatments and surgical procedures for restoring vision and hearing.

TECHNOLOGY AND INNOVATION. What are some of the new products and devices that are designed to enable Canadians of all ages to experience sight and sound more fully?

ADVOCACY. We highlight the effort of Canadian organizations that provide support and raise awareness related to vision and hearing loss.

RESEARCH. What are some of the game-changing discoveries emerging from vision and hearing health research?

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1,074,000

WEEKDAY READERS

1,669,000

SATURDAY READERS



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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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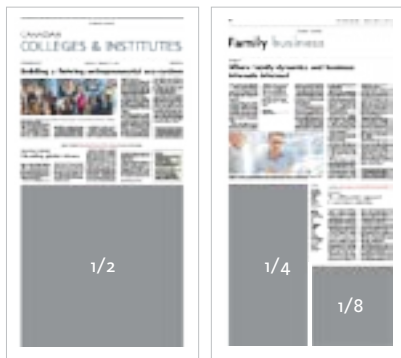
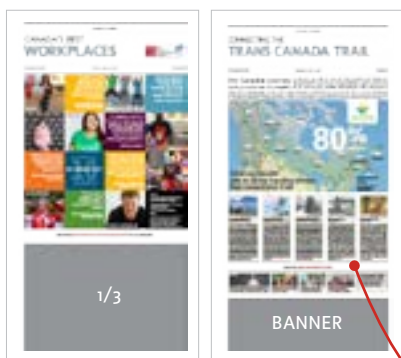
VISION & HEARING HEALTH



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