

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



MEDICAL CANNABIS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Health Canada conservatively estimates the medical cannabis market could be worth \$1.3-billion by 2024 – industry analysts predict it could reach \$2.6-billion by 2016. This burgeoning market does not only rely on the expertise of the medical community, it also requires seasoned business people for providing venture capital, management expertise and education.



GOING LIVE IN PRINT AND ONLINE:
FEBRUARY 9, 2017

GET INVOLVED BY:
JANUARY 6, 2017

MATERIALS DUE:
FEBRUARY 2, 2017

This special feature will include the following editorial highlights:

INNOVATION. What are the innovations for growing, distributing and ensuring quality control for delivering a consistent and effective product?

NATIONAL PERSPECTIVE. We look at the statistics, rules and regulations for the use of medical cannabis across Canada's provinces.

HEALTH BENEFITS. What are the arguments of medical experts and patients for medical cannabis prescriptions?

CONSUMER CHOICE. While 70 per cent of respondents of a HuffPo poll favoured legalizing medical cannabis, 17 per cent wanted it to be illegal. What do Canadian advocates add to this debate?

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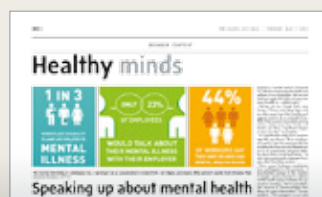
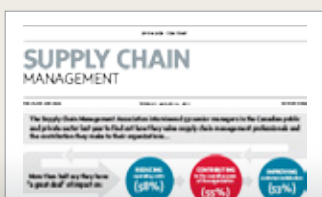
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See page 2 for details...

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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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MEDICAL CANNABIS



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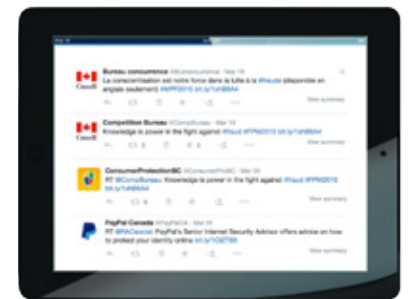


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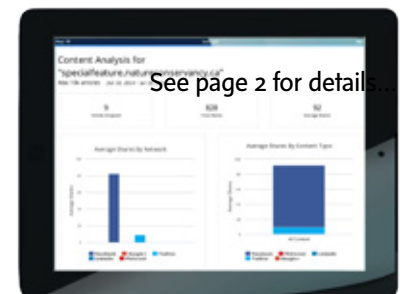
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