

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

As Canadians live longer, their extra time can be a source of joy and fulfillment as they follow their passions and contribute to the well-being of their communities. It can also bring complications related to aging. What causes such divergences in people's paths? And how can Canadians improve their chances of being on the trajectory with the most positive outcomes?



**GOING LIVE IN PRINT AND ONLINE:**  
APRIL 14, 2017

**GET INVOLVED BY:**  
MARCH 3, 2017

**MATERIALS DUE:**  
APRIL 7, 2017

#### Proposed editorial highlights:

**RESEARCH AND ADVOCACY.** We highlight the latest research findings and initiatives for promoting health aging practices.

**PREVENTION.** What are the experts' top tips for staying healthy and active and preventing the most common complications related to aging?

**THERAPIES.** What are some of the options for enhancing well-being with supplements, medication and treatments?

**STAYING INDEPENDENT.** We highlight the services and innovations that allow Canadians to stay independent and safe, and receive quality care at their chosen residence.

**FINANCIAL SECURITY.** We explore the financial industry's new products, services and mortgage solutions that are designed to help Canadians prepare for retirement in a time when employer-sponsored pensions are declining.

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WEEKDAY READERS

**1,669,000**

SATURDAY READERS



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**3.8 million**

UNIQUE VISITORS

**3.6 million**

UNIQUE MOBILE VISITORS



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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](mailto:rdeacon@globeandmail.com)

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# AGING



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