

THE GLOBE AND MAIL

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Food allergies affect approximately 2.5 million Canadians. During Food Allergy Awareness Month, awareness-building initiatives will highlight the issues underlying allergies and anaphylaxis and the effort that are underway to address this growing health issue.



GOING LIVE IN PRINT AND ONLINE:
MAY 2, 2017

GET INVOLVED BY:
MARCH 21, 2017

MATERIALS DUE:
APRIL 25, 2017

Produced in co-operation with Food Allergy Canada, this special feature will include the following editorial highlights:

ALLERGY RESEARCH. How are advances in research leading to better diagnosis and management of food allergies?

EATING OUT. We highlight notable examples of how the food-service industry is responding to food allergy risks.

REGULATIONS. How are Health Canada regulations helping to close the gaps on food labeling to ensure allergic individuals have the information they need?

TECHNOLOGY AND INNOVATION. What are some of the innovative new tools, such as apps and food scanning devices, that help to reduce the risks associated with food allergies?

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

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

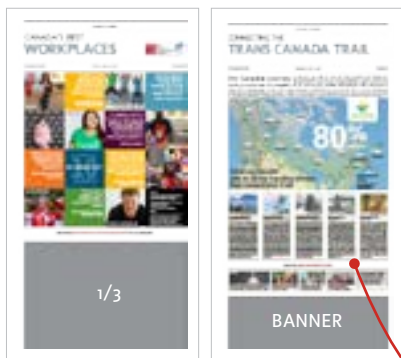
FOOD ALLERGIES



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.



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

NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com