

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



HEALTHY PETS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Canadians love their pets. While 57 per cent of the households in this country own pets, a staggering 88 per cent of those pet owners consider their animals to be part of the family. The devotion pets show for their owners – and vice versa – doesn't come without side effects. Research has shown that living with pets can bring certain health benefits, such as lower blood pressure, less anxiety and a better immune system.



GOING LIVE IN PRINT AND ONLINE:
MAY 10, 2017

GET INVOLVED BY:
MARCH 29, 2017

MATERIALS DUE:
MAY 3, 2017

This special feature will include the following editorial highlights:

ALLERGIES. Learn about the simple steps that can be taken to reduce pet allergens, such as medication and air-filtration systems.

PET NUTRITION. Learn how providing proper nutrition for your pet can lead to better health outcomes.

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

MONITORING AND INSURANCE. We explore options of animal management software, RFID microchip identification and pet health insurance.

TRAINING AND JOBS. We highlight the role of companion animals and service animals, as well as training options for household pets.

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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DIGITAL

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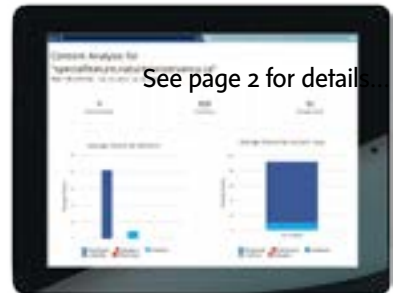
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- > INFLUENCER ENGAGEMENT



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