

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



MOBILE HEALTHCARE

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

More and more people worldwide are harnessing the power of mobile technologies to improve their health outcomes. The number of patients utilizing monitoring systems with integrated communication capabilities is estimated to grow to 9.4 million connections globally by 2017 (from 2.8 million in 2012). Rapid development in mobile telecommunication and multimedia technologies – and their integration with mobile and wireless health care delivery systems – give patients access to a wealth of options that are affecting their care and quality of life.



GOING LIVE IN PRINT AND ONLINE:
APRIL 18, 2017

GET INVOLVED BY:
MARCH 7, 2017

MATERIALS DUE:
APRIL 11, 2017

Proposed editorial highlights:

ELDER CARE. How can mobile healthcare enable and empower elders to live the life they choose?

TECHNOLOGY AND SYSTEMS. What are some of the mobile and wireless health care delivery technology and systems that have shown outstanding results?

INNOVATION. What are the latest innovations that can help patients monitor their symptoms and manage specific conditions?

MEDICAL COMMUNITY. We ask experts in the medical community about their experiences with mobile healthcare and their vision for the future.

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

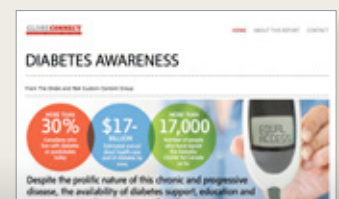
UNIQUE MOBILE VISITORS



+ 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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MOBILE HEALTHCARE



PRINT

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SOCIAL

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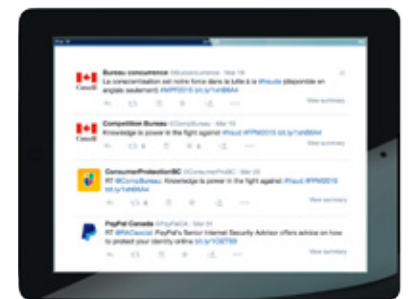
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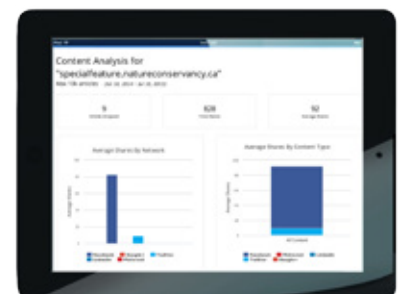
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- > REPORTING AND ANALYTICS