

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



QUIT SMOKING & VAPING

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

This feature is timed strategically to coincide with **World No Tobacco Day** on May 31st. Most of the pleasurable and addictive qualities of smoking or vaping come from inhaling the nicotine contained in tobacco, yet awareness about the health risks accompanying this practice is growing worldwide. As a result, the number of smokers has leveled out or declined in many developed nations. Knowing that the inhalation of tar and other chemicals produced by tobacco combustion can have serious health consequences, such as cancer and heart disease, can be a powerful motivation to quit smoking or vaping.



GOING LIVE IN PRINT AND ONLINE:
MAY 31, 2017

GET INVOLVED BY:
APRIL 19, 2017

MATERIALS DUE:
MAY 24, 2017

Proposed editorial highlights:

COACHING AND APPS. We explore the role of coaches, support groups, apps, helplines and online programs.

HEALTH IMPLICATIONS. What is the latest research about the health impact of cigarettes or e-cigarettes?

NICOTINE REPLACEMENT THERAPY. We ask the experts about the gum, lozenges patches, inhalers and prescription drugs that have shown proven results.

RESOURCES. Where can Canadians who are motivated to quit find support and information?

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

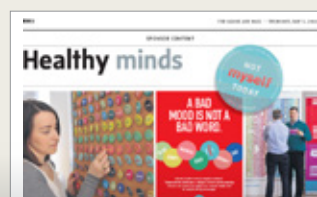
UNIQUE MOBILE VISITORS



+ 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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QUIT SMOKING & VAPING



PRINT

DIGITAL

SOCIAL

CHOOSE YOUR AD SIZE AND FREQUENCY

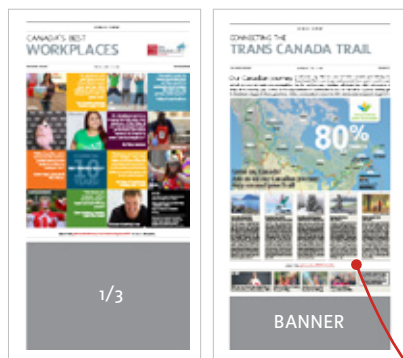
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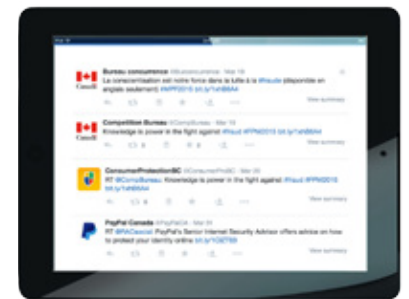
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- > REPORTING AND ANALYTICS