

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

While death rates from stroke have declined over the past 10 years due to medical advances, stroke remains a leading cause of disability and is the third leading cause of death in Canada. There are many avenues for doing more to improve stroke prevention, treatment, care and recovery. This feature will raise awareness of the significant social and economic costs associated with this serious, yet preventable, disease and illuminate ways to address stroke.



GOING LIVE IN PRINT AND ONLINE:
MAY 17, 2017

GET INVOLVED BY:
APRIL 5, 2017

MATERIALS DUE:
MAY 10, 2017

This special feature – timed to appear in advance of the Canadian Stroke Congress, scheduled for September 15-17 in Quebec – will include the following highlights:

TIME FACTOR. With an acute stroke, “time is brain” – the faster someone gets emergency treatment, the better the chances of survival and recovery. What should Canadians know about strokes?

AFTER A STROKE. What do recent studies tell us about incidences of memory impairment and depression in young and older stroke patients?

POWERED BY INNOVATION. We explore the latest recovery and rehabilitation tools, such as powered robotic exoskeletons.

WHO IS AT RISK? We look at risk factors like high blood pressure and the importance of a medical diagnosis and prevention.

THERAPEUTICS. Medical scientists are making great strides in prevention and rehabilitation. We cover the latest findings.

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

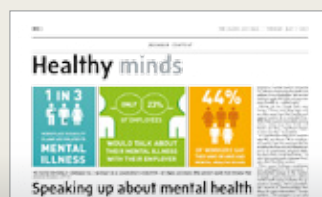
UNIQUE MOBILE VISITORS



+ 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

THE GLOBE AND MAIL

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

STROKE



PRINT

DIGITAL

SOCIAL

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.



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:



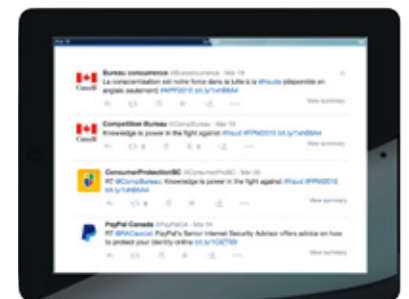
AMPLIFY

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