

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



WEARABLE TECHNOLOGY

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

From fitness trackers to smart watches, eye-wear and more, Canadian consumers have an ever-expanding array of wearable technology products to choose from. New innovative solutions are available in a range of areas, including fitness and health tracking, communications and gaming.



GOING LIVE IN PRINT AND ONLINE:
MAY 23, 2017

GET INVOLVED BY:
APRIL 11, 2017

MATERIALS DUE:
MAY 16, 2017

Proposed editorial highlights:

HIGH TECH GARMENTS. What are the latest trends in smart clothing, tech-enhanced pet-wear and sensor technology?

ACCESSORIES WITH A MISSION. We highlight hot new accessories, such as heartbeat-authentication bracelets, gesture-control armbands, rings that link to smartphones and brain-sensing headbands.

SMART WATCHES. Beyond telling time, we explore the many functions smart watches are capable of.

FITNESS AND HEALTH TRACKERS. We explore the ever-expanding range of apps and gadgets that help consumers meet their health and fitness goals.

GAMING. We look at the wearable technology that takes gaming to the next level.

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WEEKDAY READERS

1,669,000

SATURDAY READERS



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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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PRINT

DIGITAL

SOCIAL

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