

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



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

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REACH YOUR MARKET



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WEEKDAY READERS

1,864,000

SATURDAY READERS



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6,584,000

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3.6 million

UNIQUE MOBILE VISITORS



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Due to gains in health care, Canadians can expect to live longer, and their extra time can be a source of joy and fulfilment as they follow their passions and contribute to the well-being of their communities. It can also bring complications related to aging. What causes such divergences in people's paths? And how can Canadians improve their chances of being on the trajectory with the most positive outcomes?



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 20, 2017

GET INVOLVED BY:
OCTOBER 9, 2017

MATERIALS DUE:
NOVEMBER 13, 2017

Proposed editorial highlights:

RESEARCH AND ADVOCACY. We highlight the latest research findings and initiatives that help Canadians make informed choices and take a proactive approach to improving their health and quality of life as seniors?

HEALTH AND WELL-BEING. What are some of the options for enhancing well-being with a healthy lifestyle, supplements, medication and treatments?

STAYING INDEPENDENT. We highlight the services and innovations that allow Canadians to stay independent and safe, and receive quality care at their chosen residence.

FINANCIAL SECURITY. We explore the financial industry's new products, services and mortgage solutions that are designed to help Canadians prepare for retirement.

TECHNOLOGY AND INNOVATION. How can innovation and technology solutions help to improve health, safety and well-being?

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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AGING



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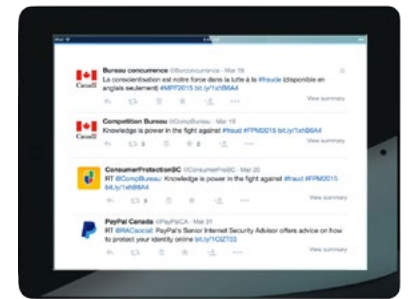
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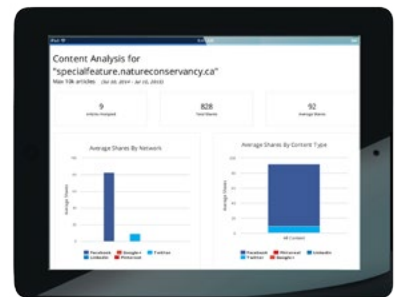
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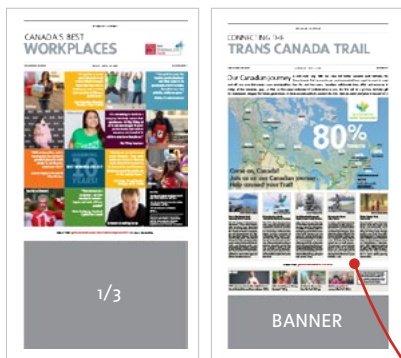
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