

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

November is National Eczema Awareness Month, an opportunity to address the stereotypes about eczema – a chronic inflammatory skin condition characterized by dry skin with patches that are red and itchy – that impacts the quality of life of those affected and their families. In recognition that social interactions, relationships, work and self-image can be negatively affected by eczema, we strive to promote greater understanding and create an atmosphere of support.

	<b>GOING LIVE IN PRINT AND ONLINE:</b> NOVEMBER 2, 2017	<b>GET INVOLVED BY:</b> SEPTEMBER 21, 2017	<b>MATERIALS DUE:</b> OCTOBER 26, 2017
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**Proposed editorial highlights:**

**CAUSES AND TRIGGERS.** We explore a range of causes and triggers for eczema, how to recognize and avoid them, and how to deal with flares.

**TREATMENT AND RELIEF.** From over-the-counter remedies and prescription medications, to alternative therapies, what should patients know about finding eczema relief?

**PRODUCT INNOVATION.** We look at the latest product innovations – from moisturizers, cleansers, sunscreens and household products to clothing and fabrics – that provide benefits and improve the quality of life for people with eczema and sensitive skin.

**RESEARCH.** What are the latest contributions from the research community toward understanding and addressing eczema?

**LIFESTYLE.** We cover the impact of food, exercise and the home and work environment on eczema.

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Our weekday readers are:

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**31% more likely** to be professionals

**2x as likely** to have household incomes of \$200,000+

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**1,298,000**

WEEKDAY READERS

**1,864,000**

SATURDAY READERS



ONLINE...

**6,584,000**

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**3.6 million**

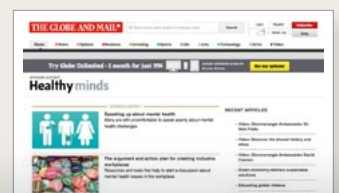
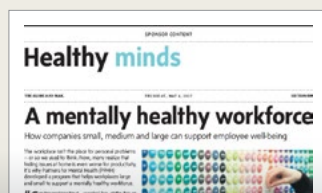
UNIQUE MOBILE VISITORS



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**NEXT STEPS?** Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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## NATIONAL ECZEMA AWARENESS MONTH



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### DIGITAL

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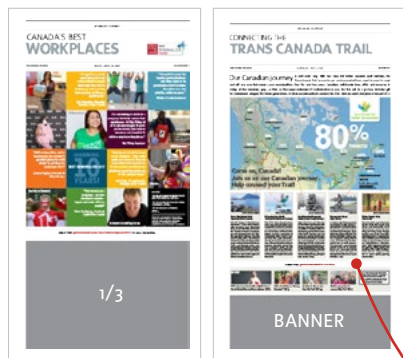
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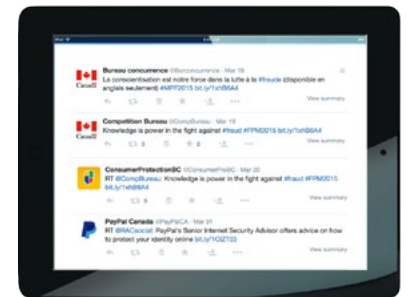
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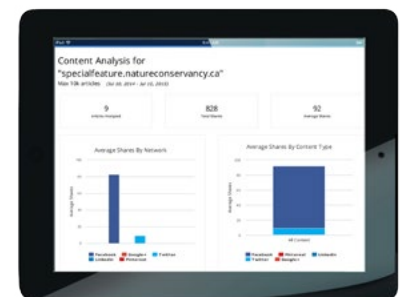


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