

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Mental Illness Awareness Week, October 1 to 7, 2017, presents a chance to focus attention on mental disorders and their impact on individuals and families, workplaces and society. Mental health is the number one cause of disability in Canada, accounting for nearly 30 per cent of disability claims and 70 per cent of total costs. Yet mental illnesses are still misunderstood – even feared – and people affected by them are often afraid of being stigmatized. Fostering awareness and understanding can help to create an inclusive and caring society that offers hope and support for people with mental health challenges.



**GOING LIVE IN PRINT AND ONLINE:**  
OCTOBER 2, 2017

**GET INVOLVED BY:**  
AUGUST 21, 2017

**MATERIALS DUE:**  
SEPTEMBER 25, 2017

**Proposed editorial highlights:**

**WORKPLACE.** What are the resources, strategies and programs available to help employers promote mental wellness?

**CHILDREN AND YOUTH.** Where can young Canadians affected by mental illness and their families find support?

**MOOD DISORDERS.** We explore the latest findings on strategies and treatment options for people with depression and bipolar disorder.

**CAREGIVERS.** Learn how individuals caring for family members can mitigate the effects that this sometimes stressful role can have on their own mental well-being.

**EATING DISORDERS.** We ask the experts about treatment options and coping skills.

**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...**

**1,298,000**

WEEKDAY READERS

**1,864,000**

SATURDAY READERS



**ONLINE...**

**6,584,000**

UNIQUE VISITORS EVERY MONTH

**3.6 million**

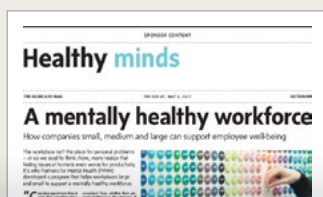
UNIQUE MOBILE VISITORS



**+ 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](mailto:rdeacon@globeandmail.com)

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## MENTAL ILLNESS AWARENESS WEEK



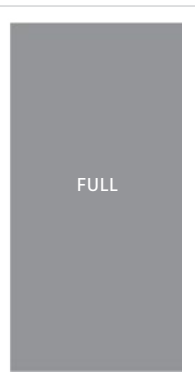
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### DIGITAL

### SOCIAL

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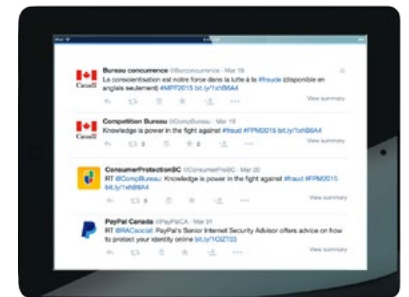


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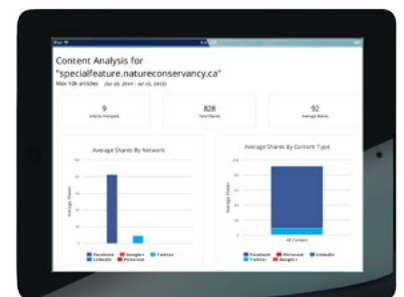
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- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS