

THE GLOBE AND MAIL

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



YOGA + MINDFULNESS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Evidence shows that yoga and mindfulness – ancient practices that are as relevant today as thousands of years ago – can help us enhance our health and well-being. More and more Canadians embrace healthy lifestyles and turn to exercises and techniques designed to relieve stress and boost physical and mental health.



GOING LIVE IN PRINT AND ONLINE:
SEPTEMBER 20, 2017

GET INVOLVED BY:
AUGUST 9, 2017

MATERIALS DUE:
SEPTEMBER 13, 2017

Proposed editorial highlights:

RESEARCH. We highlight the latest research findings about the benefits of yoga and mindfulness.

LEADERSHIP. What are some of the organizations and leaders who embrace wellness and lifestyle messages to build brand authenticity and connect with consumers?

RETREATS AND CENTRES. We showcase the places and programs offering unique and rewarding experiences.

GEAR AND GADGETS. From mats, blocks and yoga wear to mindfulness apps – we explore some of the latest must-haves.

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

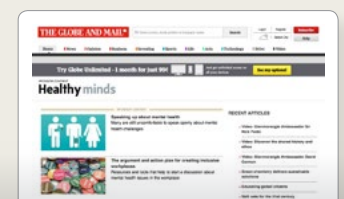
UNIQUE MOBILE VISITORS



+ 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

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

YOGA + MINDFULNESS



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

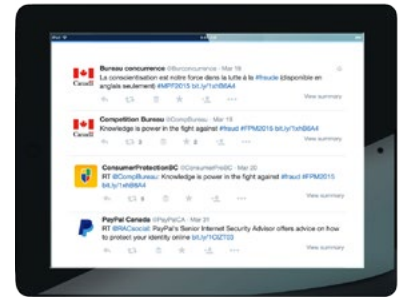
See your special feature content housed in the globeandmail.com special features hub:

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

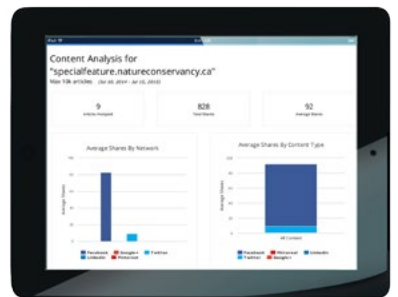
PLUS



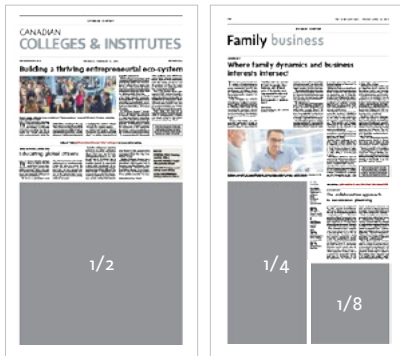
- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS



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:

