

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



AGING

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

The average life expectancy of Canadians continues to rise, and has now reached 81.1 years. This extra time can be a source of joy and fulfillment – it can also bring complications related to aging. Thinking about and preparing for the future can help Canadians make the most of their later years, have greater control over their decisions and maintain their health and independence for as long as possible.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 20, 2018

GET INVOLVED BY:
OCTOBER 9, 2018

MATERIALS DUE:
NOVEMBER 6, 2018

Proposed topic 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?

REACH YOUR MARKET



IN PRINT...

1,168,000

WEEKDAY READERS (National)*

666,000

WEEKDAY READERS (Ontario)*

997,000

SATURDAY READERS (Ontario)*



ONLINE...

7,000,000

UNIQUE VISITORS EVERY MONTH
(Globe and Mail multi-platform)†

WITH POWERFUL INTERACTIVITY
RESULTS:

35% higher reading time:
over 2 minutes on special report
articles vs. GAM site average ††

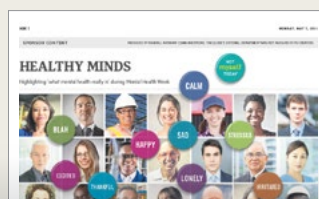
3x higher CTR:
on ads next to content vs. GAM site
and Canadian average ††



**+ 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

CHOOSE YOUR AD SIZE AND FREQUENCY

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PUBLISH

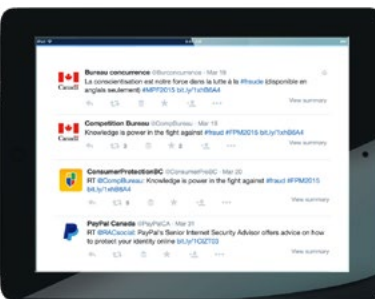
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AMPLIFY

Mobilize content, conversations and build your social media influence, engagement and audience. Choose from a suite of services:

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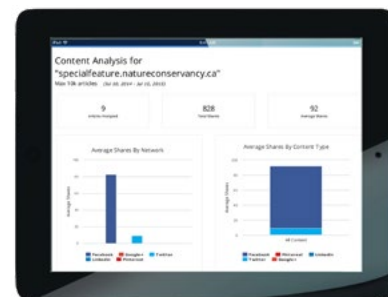
PLUS



> INFLUENCER ENGAGEMENT



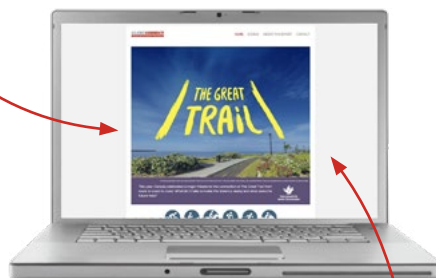
> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS



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