

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



THE HEALTH OF CANADA'S BOOMERS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

By 2036, the senior population in Canada (65 years and over) is expected to represent up to a quarter of the total population. While life expectancy has increased dramatically for both men and women, it is important to keep in mind that prevention measures, such as a healthy lifestyle, early detection of diseases, immunizations and injury prevention, can significantly add to a boomer's quality of life.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 19, 2018

GET INVOLVED BY:
OCTOBER 9, 2018

MATERIALS DUE:
NOVEMBER 5, 2018

Proposed topic highlights:

REGULAR CHECKUPS. A great number of diseases can be prevented, forestalled or minimized, we ask the experts what to pay attention to at regular health screenings.

MENTAL AND EMOTIONAL WELL-BEING. What roles do stress, anxiety, depression and mental overload play in mental deterioration and how can boomers benefit from staying mentally and emotionally engaged?

HEALTHY LIVING. We look at proactive measures, such as a healthy diet, exercise, social integration and community engagement, that can enhance the well-being of Canadians.

TECHNOLOGY AND INNOVATION. We highlight technology and innovation helping boomers to stay active, healthy and independent.

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 ††

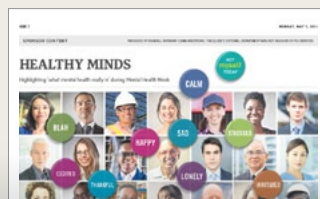
3x higher CTR:
on ads next to content vs. GAM site and Canadian average ††



+ 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

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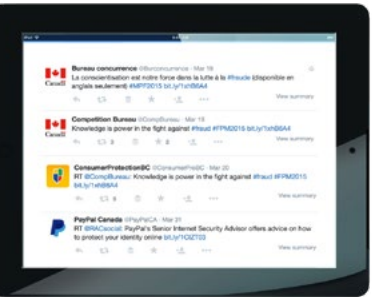
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Mobilize content, conversations and build your social media influence, engagement and audience. Choose from a suite of services:

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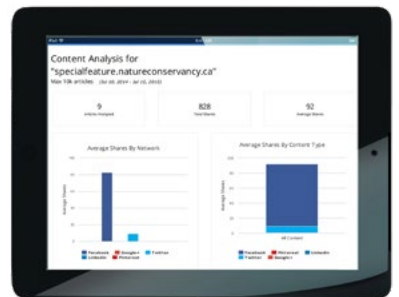
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> INFLUENCER ENGAGEMENT



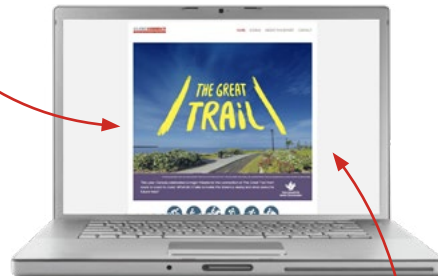
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> REPORTING AND ANALYTICS



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