

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



NATIONAL ECZEMA AWARENESS MONTH

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.

	GOING LIVE IN PRINT AND ONLINE: NOVEMBER 1, 2018	GET INVOLVED BY: SEPTEMBER 20, 2018	MATERIALS DUE: OCTOBER 18, 2018
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Proposed topic 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.

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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ECZEMA AWARENESS MONTH



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DIGITAL

SOCIAL

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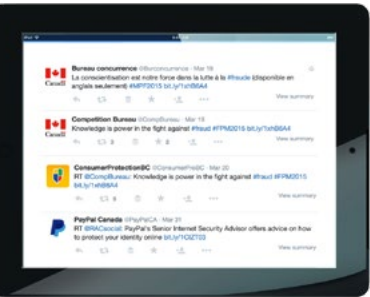
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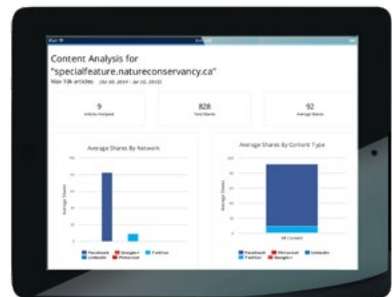
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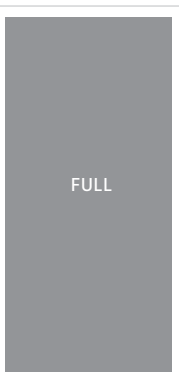
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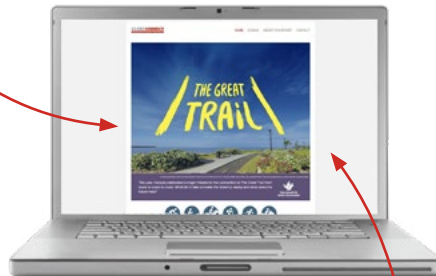
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