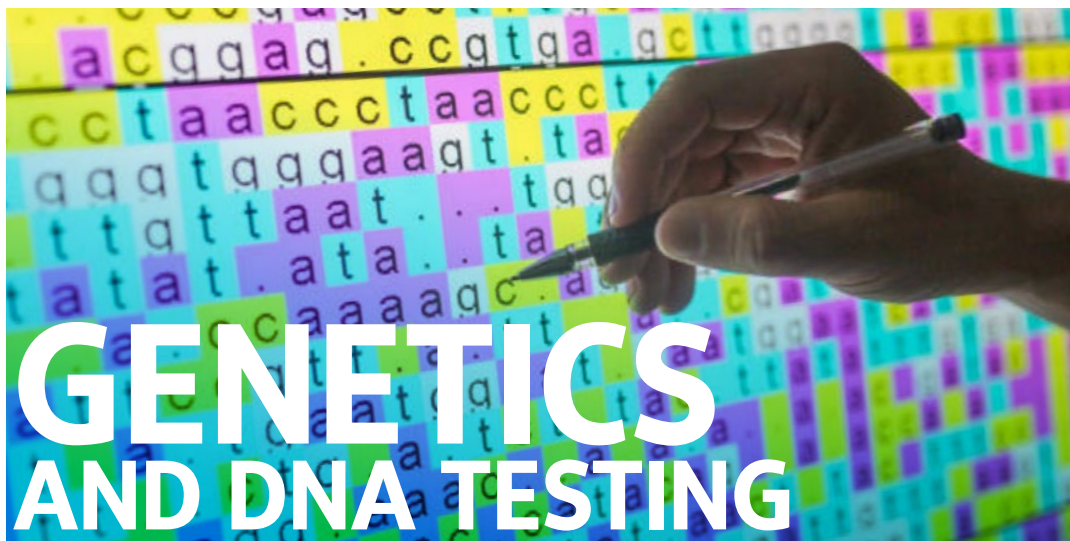


A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Since technological advancements have made genetic testing quicker, cheaper and more accessible, results can be leveraged to accelerate findings in disease prevention, improve treatment methods, and even lead to genetic paths for cures. Whether it is to aid in determining inherited risk factors for certain conditions or to discover information relating to family lineage, genetic testing can empower Canadians to make informed decisions and provide valuable research data.

	GOING LIVE IN PRINT AND ONLINE: NOVEMBER 26, 2018	GET INVOLVED BY: OCTOBER 15, 2018	MATERIALS DUE: NOVEMBER 12, 2018
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Produced topic highlights:

PERSONALIZED MEDICINE. We ask the experts how personalized medicine can empower Canadians to make more informed decisions surrounding their own health and wellness.

RESEARCH. Learn how participating in genetic testing research can accelerate findings in disease prevention, improve treatment methods, and even lead to genetic paths for cures.

CHANGING LIVES. We showcase stories of people who have benefitted from genetic testing.

INNOVATION. What are the latest developments in genetics testing and what should Canadians know about them?

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 ††

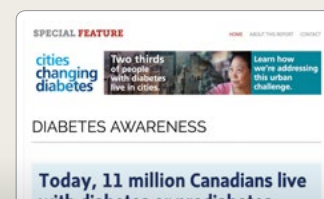
3x higher CTR:
on ads next to content vs. GAM site
and Canadian average ††



**+ Increase your reach and
audience with SOCIAL
MEDIA AMPLIFICATION...**

See page 2 for details...

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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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GENETICS AND DNA TESTING



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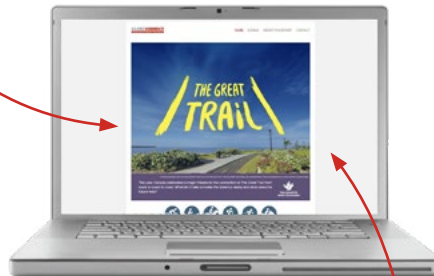
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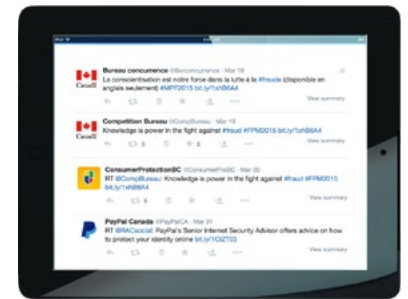
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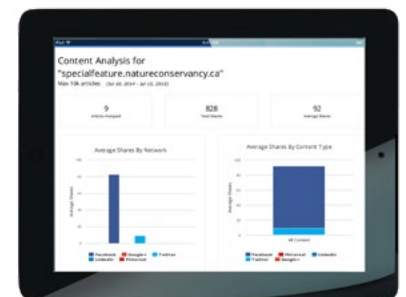
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- > INFLUENCER ENGAGEMENT



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