

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



Lack of sleep can make you grumpy and foggy, and worse – it can seriously affect your overall state of health. While experts recommend a solid eight hours, 30 per cent of Canadian adults report getting six hours or less sleep a night. Longer work hours connected to the 24-hour global economy, being tuned into technological devices at all times or shift work all affect sleep habits. Consequently, education surrounding sleep hygiene and the importance of identifying and mitigating the causes of sleep disruption can assist sleep-deprived individuals to achieve better sleep habits.

	GOING LIVE IN PRINT AND ONLINE: NOVEMBER 29, 2018	GET INVOLVED BY: OCTOBER 18, 2018	MATERIALS DUE: NOVEMBER 15, 2018
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Proposed topic highlights:

HEALTHY HABITS. Practicing good sleep hygiene is a key factor in achieving regular, high quality nighttime sleep.

SETTING THE STAGE. From your bedroom environment to pillows, blankets, mattresses and lighting, what are some of the things you can do to improve your chances for a good night's sleep?

DEALING WITH DISRUPTIONS. We explore sleep strategies for people with non-traditional work schedules or other sleep disruptions.

INNOVATION. What new approaches and technology can be useful for Canadians coping with insomnia?

SLEEP AIDS. We ask experts about the effectiveness of various remedies for certain sleep disorders.

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)†

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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 ††



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See page 2 for details...

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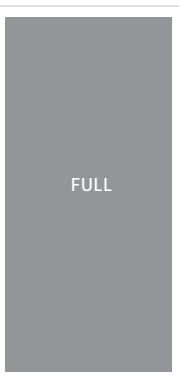
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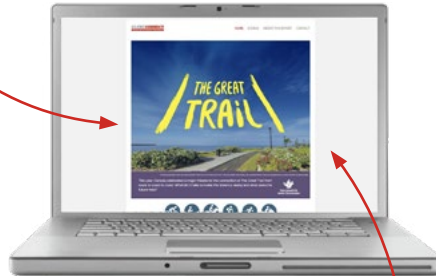
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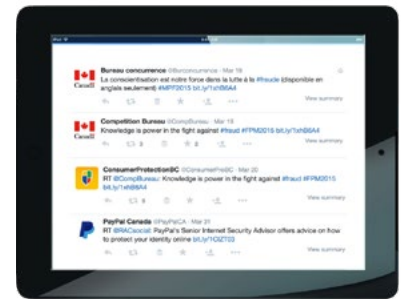
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