

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

The colder season's weather changes can have a negative effect on our skin. Lower temperatures, cold winds and sun exposure outside plus heated indoor rooms pose challenges for maintaining healthy skin. It's important to make an educated effort to care for and protect our skin, since its health affects our overall well-being.



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 19, 2018

**GET INVOLVED BY:**  
OCTOBER 22, 2018

**MATERIALS DUE:**  
NOVEMBER 5, 2018

**Proposed topic highlights:**

**AGE-APPROPRIATE CARE.** What are the experts' recommendations for the skin care needs for different age groups, from babies and teenagers to adults and boomers?

**HEALTHY ROUTINES.** We explore the benefits of moisturizers, sun protection, cleansers and other daily routines.

**BEST ADVICE.** We highlight the best advice for skin protection for Canadians, including winter sports enthusiasts and snow birds.

**INNOVATION.** What are some of the new diagnostic tools and treatment options that offer hope for patients suffering from skin conditions such as psoriasis and 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 ††

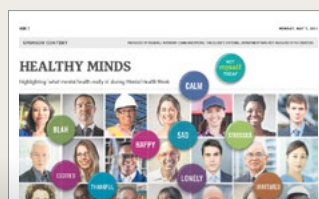
**3x higher CTR:**  
on ads next to content vs. GAM site and Canadian average ††



**+ 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](mailto:rdeacon@globeandmail.com)

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

## WINTER SKIN HEALTH



### PRINT

### DIGITAL

### SOCIAL

#### CHOOSE YOUR AD SIZE AND FREQUENCY

We will boost your investment value by presenting custom content opportunities designed to deliver readership value and support your strategic interests.

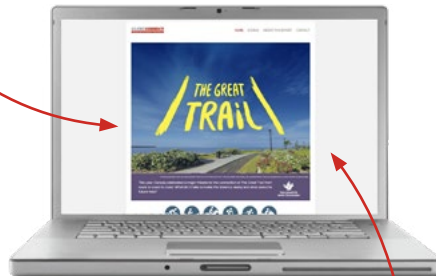


#### PUBLISH

See your special feature content housed in the globeandmail.com special features hub:



OR for added global visibility, publish on a custom special feature website:



#### ADVERTISE

Co-branded digital ads on globeandmail.com promote brand awareness and drive to your site and special feature content:

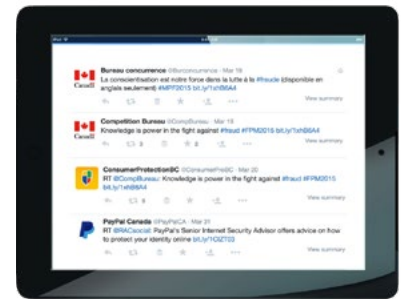


#### AMPLIFY

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

- > CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)
- > STRATEGY > DAILY UPDATES

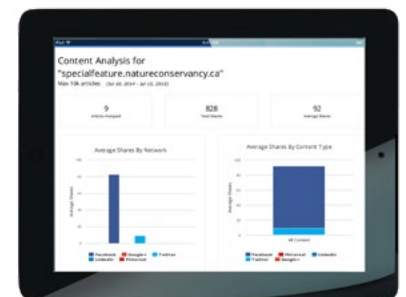
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS