

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



FOOD ALLERGIES

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Food allergies affect approximately 2.5 million Canadians. While people can be allergic to any food, some allergies are more common than others. Increased awareness about the issues underlying allergies and anaphylaxis plus labelling requirements for priority allergens by Health Canada serve to increase the safety of allergic individuals and address this growing health issue.



GOING LIVE IN PRINT AND ONLINE:
OCTOBER 22, 2018

GET INVOLVED BY:
SEPTEMBER 10, 2018

MATERIALS DUE:
OCTOBER 8, 2018

Proposed topic highlights:

ALLERGY AWARENESS. We highlight tips for being allergy-aware, such as reading labels, asking the right questions when eating out, carrying an auto-injector and knowing how to use it.

RESEARCH. How are advances in research leading to better diagnosis and management of food allergies?

EATING OUT. We highlight notable examples of how the food-service industry is responding to food allergy risks.

REGULATIONS. How are Health Canada regulations helping to close the gaps on food labeling to ensure allergic individuals have the information they need?

TECHNOLOGY AND INNOVATION. What are some of the innovative new tools, such as apps and food scanning devices, that help to reduce the risks associated with food allergies?

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 ††

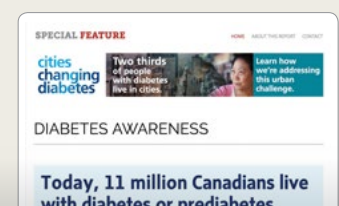
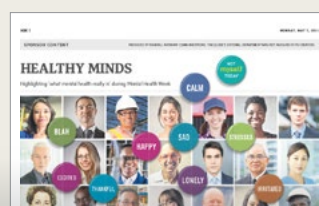
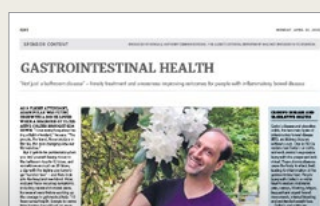
3x higher CTR:
on ads next to content vs. GAM site
and Canadian average ††



**+ 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

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

FOOD ALLERGIES



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:

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

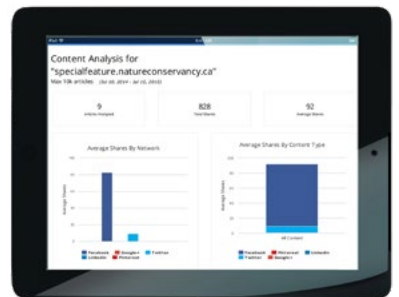
PLUS



> INFLUENCER ENGAGEMENT



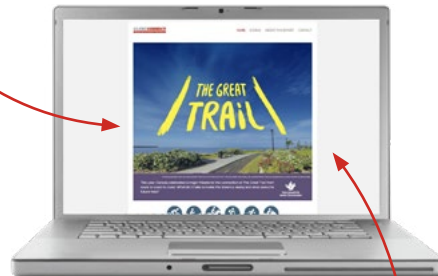
> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS



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:

