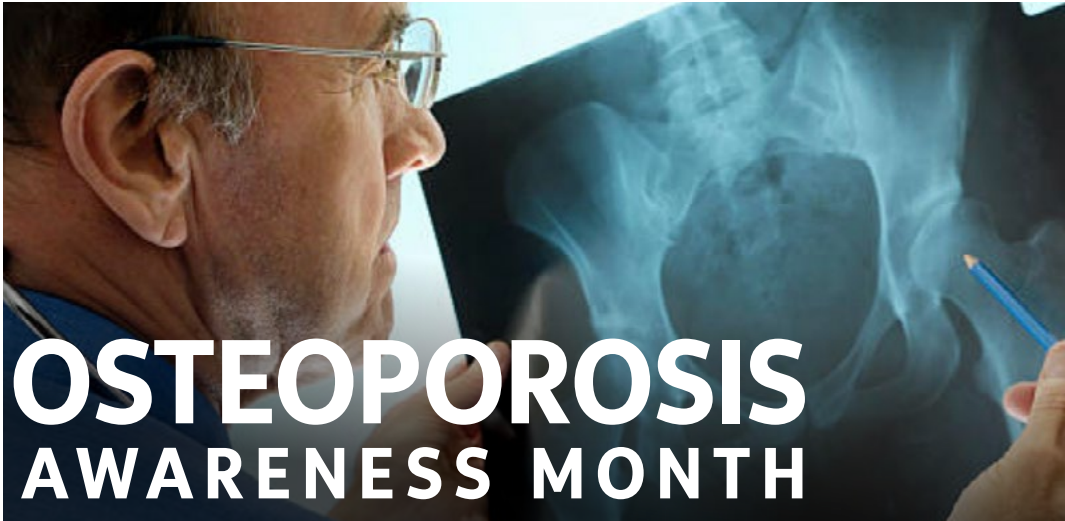


A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



OSTEOPOROSIS AWARENESS MONTH

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

November is Osteoporosis Awareness Month in Canada. Often called "the silent thief," because bone loss can occur without symptoms, osteoporosis has a large impact on Canadian society: at least one in three women and one in five men will suffer from an osteoporotic fracture during their lifetime. Fractures from osteoporosis are more common than heart attack, stroke and breast cancer combined.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 5, 2018

GET INVOLVED BY:
SEPTEMBER 24, 2018

MATERIALS DUE:
OCTOBER 22, 2018

Proposed topic highlights:

DIET AND SUPPLEMENTS. Experts share their views on the effect that diet, including the addition of supplements, can have on bone health.

THERAPY AND PAIN MANAGEMENT. We ask experts about treatment and pain management options.

RESEARCH AND INNOVATION. What are the latest findings and developments that improve the outlook for patients with osteoporosis?

EXERCISE AND PREVENTION. We explore the relationship between physical fitness and the risk of injury.

AGEING. Learn about lifestyle changes that reduce the chance of developing osteoporosis.

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 ††

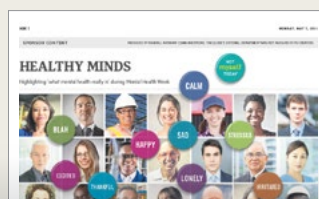
3x higher CTR:
on ads next to content vs. GAM site and Canadian average ††



+ 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

Sources: *Vividata Q4 2016; †comScore Q2 2017; †† Omniture, Doubleclick

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OSTEOPOROSIS AWARENESS MONTH

PRINT

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.



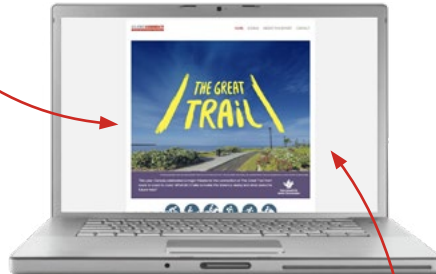
DIGITAL

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:



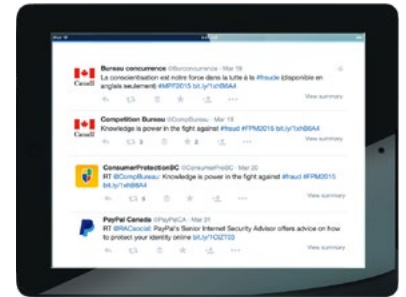
SOCIAL

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

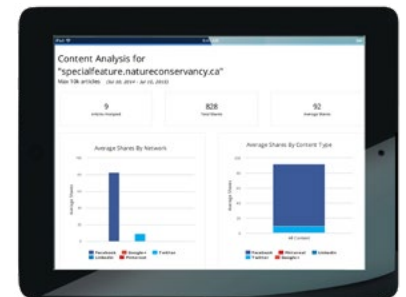
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS