

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



## THE FUTURE OF MEDICINE

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Medical discoveries – advances in understanding, diagnoses, therapies, technology and standards of care in the medical field – are constantly evolving and improving the well-being, health and life expectancy of Canadians and across the world. We explore the latest medical research and innovations and what they mean for the future of medicine.



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 12, 2018

**GET INVOLVED BY:**  
OCTOBER 1, 2018

**MATERIALS DUE:**  
OCTOBER 29, 2018

### Proposed topic highlights:

**RESEARCH AND DISCOVERIES.** We highlight the work and discoveries of Canadian researchers who are changing the way we understand and treat human bodies and minds.

**DISEASE PREVENTION AND LONGEVITY.** We look at new evidence and advice that will allow us to lead longer and healthier lives.

**DIAGNOSIS AND TREATMENTS.** What are some of the new diagnostic and treatment tools that offer early detection and hope of better outcomes for patients?

**GLOBAL HEALTH.** We profile Canadian experts who are making a difference in the health of populations across the globe.

### 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 ††

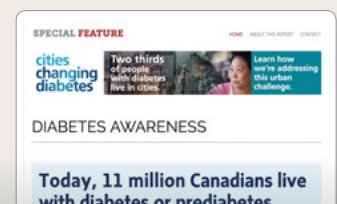
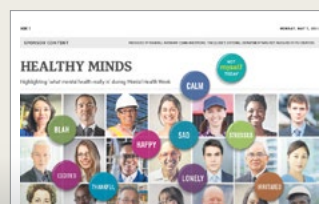
**3x higher CTR:**  
on ads next to content vs. GAM site and Canadian average ††



**+ 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)

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### 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

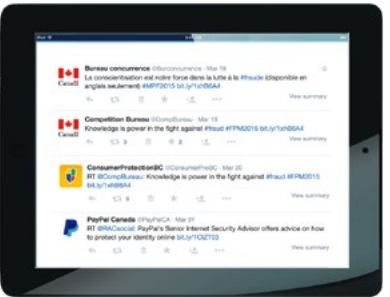
See your special feature content housed in the globeandmail.com special features hub:

#### 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

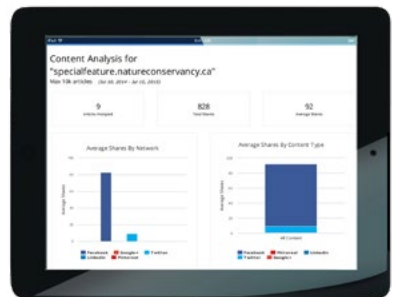
PLUS



> INFLUENCER ENGAGEMENT



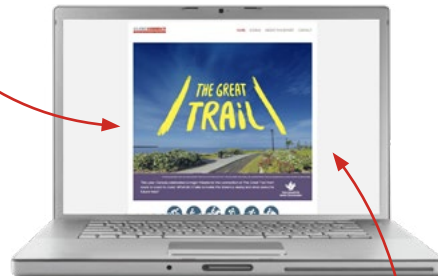
> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS



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#### ADVERTISE

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