

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



TRAVEL VACCINATIONS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Exploring new places and experiencing the world's wonders and adventure can come with exposure to diseases, to which we have little or no natural immunity. That's why experts recommend being prepared and limiting the risk of vaccine-preventable disease through immunization. Vaccinations that take a person's age, planned travel activities and local conditions into account are an essential part of travel planning.



GOING LIVE IN PRINT AND ONLINE:
OCTOBER 29, 2018

GET INVOLVED BY:
SEPTEMBER 17, 2018

MATERIALS DUE:
OCTOBER 15, 2018

Proposed topic highlights:

IMMUNIZATION HISTORY. What are the routine immunizations that need to be up to date with or without immediate travel plans?

TRAVEL PLANNING. What should you ask your doctor about the vaccines and medicines you need based on where you are planning to go?

AWARENESS. We highlight the roles of health care providers, travel health clinics and travel advisories to educate would-be travellers on the best available preventative measures and vaccines.

BEST PRACTICES. Experts weigh in on the value of food-safe behaviour, hand-washing and other measures that can offer protection.

RESEARCH. We highlight the research effort that is focused in identifying the next big global threat.

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

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...

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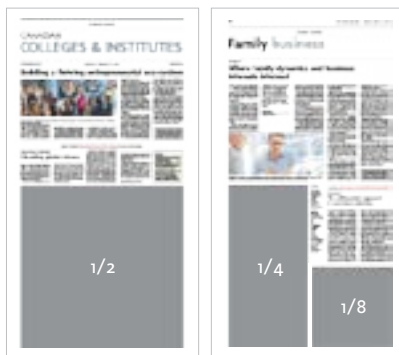
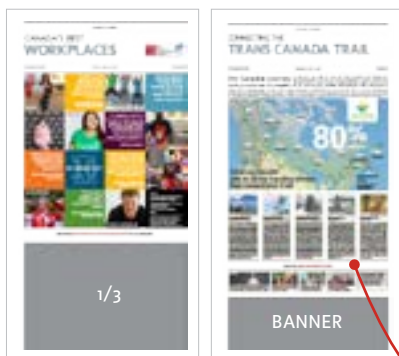
COLD, FLU & VACCINES



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