

MULTIPLE SCLEROSIS AND CANADIANS



PUBLICATION DATE: Saturday, May 11, 2019

GET INVOLVED BY: Friday, April 12, 2019

MATERIAL DUE: Friday, April 19, 2019

INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

Canada has one of the highest rates of Multiple Sclerosis in the world, with 11 individuals diagnosed every day.

When you are diagnosed with MS, life can suddenly turn on a dime. One day your body behaves normally, and the next it refuses to listen to you. MS can happen to anyone, without warning, and often in the prime of life.

The MS Society is committed to funding researchers and projects that are on the cusp of game-changing discoveries, advocating governments for real change, and providing vital services that will help Canadians affected by MS live their best lives.

Please speak to your Globe and Mail advertising representative to learn how you can get involved with the *Multiple Sclerosis and Canadians* feature.

For additional information, contact

KEITH RYDER, Special Reports Associate kryder@globeandmail.com

REACH YOUR TARGET

ONLINE
National

4.3 MILLION

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

PRINT
National Edition

1,602,000

SATURDAY PRINT READERS

CONNECT WITH MORE PROSPECTS...

- 70% of Globe readers are interested in their health.
- Globe readers are 10% more likely to volunteer their time for an important cause, and have donated \$3.5 billion in the past year.
- Globe readers are 9% more likely to work in Research or Healthcare.

Source: Vividata Fall 2018 readership study National

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

Source: Omniture, Doubleclick

Special Reports and Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

PRINT

YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/or client approved content. Additional investment applicable for client approved content.
- EDITORIAL REPORTS AND SPONSOR CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

DIGITAL

- IMPRESSIONS delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- EDITORIAL REPORT ARTICLES WILL APPEAR IN RELEVANT SECTION, SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

Editorial Reports and Sponsor Content Features are offered to advertisers in bundled print and online packages. Digital impressions can appear on desktop, tablet and mobile web. Speak to your Globe and Mail account representative to learn more.

For more information, please contact your
Globe and Mail Sales Representative