

# Seasonal Allergies



## PUBLICATION DATE:

Tree Pollen – Monday March 25<sup>th</sup>, Grass Pollen – Monday May 13<sup>th</sup>,  
Weed Pollen – Monday July 8<sup>th</sup>

GET INVOLVED BY: Monday, Feb 4<sup>th</sup>, Mar 25<sup>th</sup>, May 20<sup>th</sup>

MATERIAL DUE: Monday, Mar 11, Apr 29<sup>th</sup>, June 24<sup>th</sup>

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

There has been a steady increase in the prevalence of allergic diseases, and seasonal allergies are no exception. They develop when our immune system overreacts to something in the environment, usually when certain plants pollinate during spring, summer or fall. While factors ranging from genetics and environmental conditions all play roles, the risks and complications of allergies can be greatly reduced. Proposed topics and timing:

- AWARENESS – Becoming allergy-aware for better outcomes.
- RESEARCH – Advances in understanding triggers and responses.
- TREATMENT – Help for managing allergies.
- INNOVATION – New tools and products.
- TREE POLLEN FOCUS timing March
- GRASS POLLEN FOCUS timing May
- WEED POLLEN FOCUS timing July

## GET INVOLVED TODAY. CONTACT:

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## REACH YOUR TARGET

IN PRINT

**1,148,000**

READERS IN THE PRINT EDITION

**1,730,000**

READERS IN THE PRINT & DIGITAL EDITIONS

ONLINE

**7 MILLION**

MONTHLY UNIQUE VISITORS  
(Globe and Mail multi-platform)

Source: comScore Q2 2017

THE GLOBE AND MAIL  
DELIVERS YOUR BEST AUDIENCE:

## 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

Click on the report below to see a previous feature on this topic

