

Companion animal health



PUBLICATION DATE: Monday, May 13th

GET INVOLVED BY: Monday, April 1st

MATERIAL DUE: Monday, April 29th

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Canadians love their companion animals. Fifty-seven per cent of households across the country own pets – and a staggering 88 per cent of those pet owners consider them part of the family. The devotion pets show for their owners – and vice versa – doesn't come without side effects. Research has shown that living with pets can bring health benefits, such as lower blood pressure, less anxiety and a better immune system.

Proposed topics:

PET NUTRITION – Nutritional options for better health outcomes.

THERAPIES – Enhancing pet well-being with supplements, medication and treatments.

MONITORING AND GADGETS – Animal management software, gadgets and RFID microchip.

INSURANCE – Pet health insurance options.

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](#)



Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Sponsor Content Features are offered as bundled advertising packages across print and digital media.

PRINT

YOUR CHOICE OF AD SIZE

- Participating advertisers can be featured with quotes and/or images within content space.
- Sponsor content feature will appear with committed advertising in either separate, or relevant newspaper section.

DIGITAL

- 400,000 IMPRESSIONS delivered as contextually placed 300x600 audience engagement units. Features advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears in roadblock next to articles, non-guaranteed impressions.
- Sponsor content articles will run in partner section.

	NATIONAL
FULL PAGE	\$34,937
TWO-THIRDS (2/3) PAGE	\$24,692
HALF (1/2) PAGE	\$19,580
THIRD (1/3) PAGE	\$14,972
QUARTER (1/4) PAGE	\$12,416
BANNER	\$9,894
EIGHTH (1/8) PAGE	\$8,001

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT
SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your
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