

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



## A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

In recent years, the percentage of Canadians who are overweight or obese has been increasing, and approximately 42 per cent of men and 30 per cent of women aged 18 or older are estimated to be overweight, and a further 26 per cent of men and 24 per cent of women, obese. Since excess weight can have health consequences like an increased risk of physical chronic conditions as well as psychosocial problems, experts recommend paying attention to body composition and making a nutritional diet and physical activity part of a regular routine.



**GOING LIVE IN PRINT AND ONLINE:**  
OCTOBER 11, 2018

**GET INVOLVED BY:**  
AUGUST 23, 2018

**MATERIALS DUE:**  
SEPTEMBER 27, 2018

The following topics are proposed for this feature, which will be published on World Obesity Day:

**CHILDHOOD HEALTH.** We highlight the risks associated with childhood obesity and the many organizations and initiatives promoting healthy lifestyles for Canada's children.

**STRESS AND PERSONAL HEALTH.** How does stress impact our lives and why is creating a healthy work-life balance so important when managing our wellbeing?

**HEALTHY DIETS, SUPPLEMENTS.** We explore the role of a healthy diet and supplements in maintaining optimal personal health.

**WEIGHT-LOSS SUPPORT.** Canadians are eager for help to manage their weight, but deciding how and where to find support can be challenging. We provide expert insight.

## 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)†

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over 2 minutes on special report articles vs. GAM site average ††

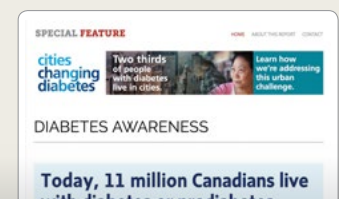
**3x higher CTR:**  
on ads next to content vs. GAM site and Canadian average ††



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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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## OVERWEIGHT



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### DIGITAL

### SOCIAL

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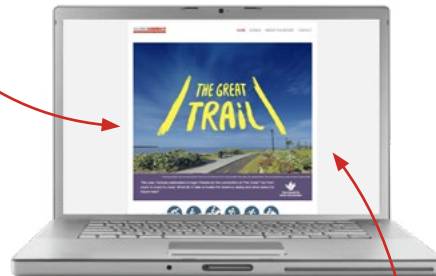


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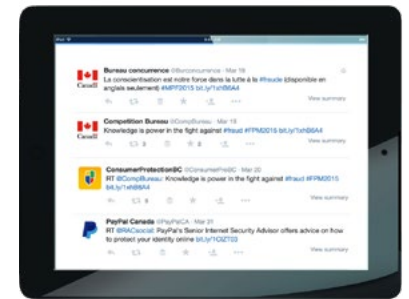


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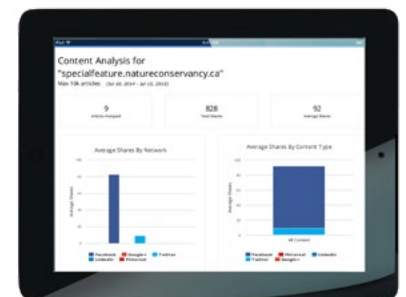
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> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS