

Arthritis Awareness Month



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GET INVOLVED BY: Monday, August 5th

MATERIAL DUE: Monday, September 2nd

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Published during Arthritis Awareness Month, this special feature highlights the impact of arthritis in Canada, where more than four and a half million people live with all types of arthritis. Some forms of the disease are serious, disabling and life-threatening – others are the result of a joint injury, overuse or advanced age. Yet arthritis affects people of all ages – 60 per cent of Canadians with arthritis are between 15 and 60 years old.

Proposed topics:

AWARENESS & SUPPORT – Advocating for patient support and research funding.

MEDICAL INTERVENTION – Treatment, surgery and pain management options.

PREVENTION – Reducing risk factors with physical fitness, diet and supplements choices.

RESEARCH & INNOVATION. Shaping the future outlook for patients with musculoskeletal disease.

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

