

November is Diabetes Awareness Month



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GET INVOLVED BY: Friday, September 20th

MATERIAL DUE: Friday, October 11th

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Eleven million Canadians live with diabetes or prediabetes – that's one in three of us. And another is diagnosed with diabetes every three minutes. The number of Canadians living with diabetes has doubled in the past 15 years. This special feature, produced in partnership with Diabetes Canada during Diabetes Awareness Month, highlights the tremendous efforts to improve the health of Canadians across the country with the ultimate goal to end diabetes.

Proposed topics:

HEALTHY LIVING AND NUTRITION. How balancing healthy living, nutrition and exercise can impact the outlook for people with diabetes.

DIABETES 24/7/365: Helping Canadians to manage diabetes 24 hours a day, seven days a week for 365 days of the year through advocacy and education.

END DIABETES. World-leading diabetes research promising hope.

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](#)

