

Healthy mouths



PUBLICATION DATE: Monday, September 16
GET INVOLVED BY: Monday, July 29
MATERIAL DUE: Monday, September 2
INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

In the last 20 years, a growing body of evidence has proven that there are links between the health of our mouths, gums and teeth and our general well-being. This special feature will explore how measures like regular examinations, healthy nutrition and habits, and timely interventions can help to keep our mouths healthy as well as improve our overall health.

Proposed topics:

- PRODUCT INNOVATION** – Innovation and advances in oral health products.
- DRY MOUTH** – From diagnosis to personalized treatment.
- SENIORS' HEALTH** – How to maintain healthy mouths during the later years.
- HEALTHY KIDS** – Building healthy routines from an early age.

GET INVOLVED TODAY. CONTACT:
RICHARD DEACON, Project Manager, rdeacon@globeandmail.com

REACH YOUR TARGET

ONLINE: National Edition
4.6 MILLION
WEEKLY DIGITAL READERS

PRINT: National Edition
899,000
WEEKDAY PRINT READERS

THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE:
Education is important to Globe readers – 70% have university or higher educations (i120)
Readers are 45% more likely to have children under 18 and a HHI of \$150,000+

Source: Vividata Spring 2019, National, Globe Weekly Print and Digital Readers

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 similar feature

