

Type 2 diabetes in youth



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Eleven million – or one in three – Canadians live with diabetes or prediabetes. Among them are a growing number of children and youth diagnosed with type 2 diabetes. This special feature looks at prevention, early detection and type 2 diabetes-related research. It raises awareness about the risk of diabetes in youth and the fact that seven in 10 cases of type 2 diabetes can be prevented or delayed.

Proposed topics:

- AWARENESS & ADVOCACY** – Dedicated to prevention and improved patient outcomes.
- RESOURCES** – Helpful resources such as risk assessment tools, videos and menu planners.
- RISK FACTORS** – Assessing risk factors and life-style choices.
- RESEARCH & INNOVATION** – Improving the outlook for youth living with diabetes.
- IMPACT** – Type 2 diabetes in Canada and how to address it.

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 previous feature on this topic](#)

