

# Gastrointestinal Health



**PUBLICATION DATE:** Monday, November 4th

**GET INVOLVED BY:** Monday, September 16th

**MATERIAL DUE:** Monday, October 21st

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

A person's gastrointestinal system plays many essential roles in sustaining and protecting the body's overall health and wellness, such as managing the intake and absorption of nutrients and water, communicating information about stressors to the brain and triggering disease-fighting immune functions. This special feature highlights the importance of gastrointestinal health and explores the impact of gastrointestinal conditions like Crohn's disease and ulcerative colitis on the lives of Canadians.

## Proposed topics:

**CANADIAN IMPACT** – Behind the numbers of gastrointestinal disease in Canada.

**AWARENESS & SUPPORT** – Efforts and initiatives for raising awareness and lending support.

**RESEARCH** – Research findings and gastroenterologists' recommendations.

**MAXIMIZING HEALTH & WELLNESS** – From diagnosis to lifestyle and therapy options.

**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



## Sponsor Content Features – Advertising Rates (net)

### ADVERTISING OPTIONS

Sponsor Content Features are offered as bundled advertising packages across print and digital media.

#### PRINT

##### YOUR CHOICE OF AD SIZE

- Participating advertisers can be featured with quotes and/or images within content space.
- Sponsor content feature will appear with committed advertising in either separate, or relevant newspaper section.

#### DIGITAL

- 400,000 IMPRESSIONS delivered as contextually placed 300x600 audience engagement units. Features advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears in roadblock next to articles, non-guaranteed impressions.
- Sponsor content articles will run in partner section.

	NATIONAL
FULL PAGE	\$34,937
TWO-THIRDS (2/3) PAGE	\$24,692
HALF (1/2) PAGE	\$19,580
THIRD (1/3) PAGE	\$14,972
QUARTER (1/4) PAGE	\$12,416
BANNER	\$9,894
EIGHTH (1/8) PAGE	\$8,001

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your  
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