

# Healthy Aging



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**GET INVOLVED BY:** Wednesday, October 16

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

By 2056, 25 per cent of Canada's population is expected to be 65 years of age and older, compared to 14 per cent in 2006. This rapid demographic shift raises questions about how Canadians can sustain a high quality of life and active social engagement as they age. This special feature highlight new findings and advice for boosting the health and well-being of older Canadians.

**Proposed topics -**

**QUALITY OF LIFE** - Options for enhancing health, well-being and social engagement.

**TECHNOLOGY & INNOVATION** - Solutions for improving health and safety.

**RESEARCH** - New evidence for healthy aging strategies.

**FINANCIAL SECURITY** - Preparing for retirement.

**RETIREMENT COMMUNITIES** - Supporting an aging population.

**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:

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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

