

# Understanding fertility



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One in six Canadian couples experiences infertility, which can be traced to the male partner 30 per cent of the time and the woman 40 per cent of the time, with the remaining percentage caused by either by a mix of factors or being unknown. This special feature will generate awareness about some of the factors that can affect a person’s fertility, such as age, lifestyle, genetics, weight, stress and health, and explore how assisted reproduction can help.

### Proposed topics:

- Health and fertility** – Tips for increasing the chances of getting pregnant.
- New technologies** – Starting or growing a family with assisted reproduction.
- Fertility resources** – Where to turn for help.
- LGBTQ parents** – The evolving make-up of Canadian families.

**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

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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

