

2020 NATIONAL
SPONSOR
CONTENT FEATURE

NEWSPAPER
AND DIGITAL

Regenerative medicine



PUBLICATION DATE: Monday, July 27

GET INVOLVED BY: Monday, June 15

MATERIAL DUE: Monday, July 20

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Research and innovation in tissue engineering and molecular biology that deal with the process of replacing, engineering or regenerating human cells, tissues or organs are advancing our capacity to treat a range of conditions. This special feature explores the potential of regenerative medicine to offer hope for Canadian patients, including those diagnosed with COVID-19.

Proposed topic highlights:

Health-care breakthroughs – The latest findings and what they mean for Canadians.

Patient care & advocacy – Working to create awareness and access for patients.

Research & innovation – Health research and innovation advancements.

Promising hope – Regenerative medicine’s role in previously untreatable injuries and new diseases.

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL SOLUTIONS.

PARTICIPATING ADVERTISERS

CAN BE MENTIONED/QUOTED

WITHIN CONTENT SPACE.

**THE GLOBE AND MAIL
DELIVERS YOUR BEST AUDIENCE**

ONLINE: National Edition

4.1 MILLION WEEKLY DIGITAL READERS

PRINT: National Edition

936,000 WEEKDAY PRINT READERS

Source: Vividata Winter 2020 Readership Study National

WITH POWERFUL INTERACTIVITY RESULTS

35% HIGHER READING TIME

OVER 2 MINUTES ON SPECIAL REPORT

ARTICLES VS. GAM SITE AVERAGE

3 X 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**

