

# Summer skin health



**PUBLICATION DATE:** Monday, June 1  
**GET INVOLVED BY:** Monday, April 20  
**MATERIAL DUE:** Monday, May 25

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

Our skin defines the way we look to others, provides our essential sense of touch and forms a protective barrier against external influences, such as irritants, germs and sun exposure. This special feature will highlight how good skin-care practices and sound lifestyle choices not only keep our skin healthier – they also boost overall well-being.

**Proposed topic highlights:**

**RAISING AWARENESS** – Promoting skin health and sun safety.

**TRENDS** – Evolving life-style choices of Canadians and their outcomes.

**CARE OPTIONS** – Expert advice on caring for our skin.

**RESEARCH & INNOVATION** – New findings, technology and products boosting skin health.

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON**, Project Manager T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto: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  
**4.6 MILLION WEEKLY DIGITAL READERS**

**PRINT:** National Edition  
**899,000 WEEKDAY PRINT READERS**  
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

**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**

