

Aging & health



PUBLICATION DATE: Thursday, November 26

GET INVOLVED BY: Monday, October 12

MATERIAL DUE: Thursday, November 19

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

There is a growing recognition of the environmental, systemic and social barriers that can prevent Canada's seniors from living longer and healthier lives and continue to make an important contribution to their families, communities and nation. This special feature will highlight efforts across the country to enable older members of our society to thrive through a combination of political will, public support and personal effort.

Proposed topic highlights:

STRATEGIES – Enhancing health, safety, well-being and social connections.

RESEARCH – New findings informing the outlook for seniors.

ADVOCACY & SUPPORT – Helping Canada's seniors staying healthy, active and engaged.

TECHNOLOGY & INNOVATION - Solutions for improving safety and well-being.

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**

