

Diagnosis cancer



PUBLICATION DATE: Tuesday, November 30

GET INVOLVED BY: Monday, October 19

MATERIAL DUE: Monday, November 23

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

About one in two Canadians will develop cancer in their lifetimes – and one in four will die of the disease. This special feature aims to raise awareness about cancer in Canada. It will highlight the network of support for patients and their families and the efforts of advocates, health-care providers, researchers and organizations working to improve the outlook for people facing a cancer diagnosis.

Proposed topic highlights:

OUTLOOK – A closer look at cancer statistics in Canada.

THERAPIES – Targeted therapies for a better treatment process and survival rates.

RESEARCH – New research findings offering hope for cancer patients.

ADVOCACY & SUPPORT – Raising awareness and improving outcomes for cancer patients and their families.

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**

