

Alzheimer's Awareness Month

PUBLICATION DATES: Monday, January 25
GET INVOLVED BY: Monday, December 7
MATERIAL DUE: Monday, January 18

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY
January – Alzheimer's Awareness Month – presents an opportunity to highlight the outlook for the over 500,000 Canadians living with dementia today as well as the rising number of diagnoses. This special feature will explore the issues associated with dementia, such as the urgency of finding solutions as well as the costs and stigma associated with the disease.

Proposed topic highlights:

RAISING AWARENESS – Advocates and supporters making a difference for people affected by Alzheimer's and their caregivers.

RESEARCH & INNOVATION – Better outcomes with new understanding, approaches and treatment options.

OUTLOOK – Progress in enhancing quality of life and engagement for people with Alzheimer's.

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
4.6 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**

