

2021 NATIONAL
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CONTENT FEATURE

NEWSPAPER
AND DIGITAL

AMD and Low Vision Awareness Month



PUBLICATION DATE: Monday, February 15

GET INVOLVED BY: Monday, January 11

MATERIAL DUE: Monday, February 8

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

February is AMD (age-related macular degeneration) and Low Vision Awareness Month – a chance to raise awareness about vision health and the over two million Canadians who are currently living with a seeing disability. This special feature will highlight that due to aging and other factors, this number is expected to double over the next 25 years. It will also explore the measures and medical advancements that promise hope for people experiencing vision loss.

Proposed topic highlights:

ADVOCACY – Organizations advancing awareness and understanding.

RESEARCH – New discoveries promising better outcomes.

INNOVATION & INTERVENTION – Eye exams, surgeries, products, tools and other options.

EMPOWERMENT & SUPPORT – Finding success through empowerment and support.

GET INVOLVED TODAY. CONTACT:

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

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

ONLINE: National Edition
7.5 MILLION MONTHLY UVs

Source: Comscore Media Metrix Multi-Platform,
Jul-Sep 2020 (Q3) Average

PRINT: National Edition
923,000 WEEKDAY PRINT READERS

Source: Vividata Fall 2020, National, A14+

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

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