

2021 NATIONAL
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CONTENT FEATURE

NEWSPAPER
AND DIGITAL

National Non-Smoking Week



PUBLICATION DATE: Thursday, January 21
GET INVOLVED BY: Thursday, December 17
MATERIAL DUE: Thursday, January 14

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

National Non-Smoking Week presents a chance to raise awareness of the impact of smoking tobacco, which is the leading cause of preventable illness, disability and premature death in Canada – and the leading cause of preventable death worldwide.

Proposed topic highlights:

ADVOCACY & AWARENESS – Leadership in education and awareness-building about detrimental health outcomes.

CANCER PREVENTION – Strategies for preventing cancer caused by smoking.

RESEARCH & INNOVATION – Research into smoking and smoking cessation support.

ADVICE & SUPPORT – Tips, programs and quit smoking resources.

GET INVOLVED TODAY. CONTACT:

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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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