

Crohn's & Colitis AWARENESS MONTH



PUBLICATION DATE: Monday, November 1
GET INVOLVED BY: Wednesday, September 27
PRINT/DIGITAL AD MATERIAL DUE: Monday, October 25

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

November is Crohn's & Colitis Awareness Month in Canada, which has one of the highest rates of Crohn's disease and ulcerative colitis in the world. Both are debilitating and lifelong diseases caused by an abnormal response from the body's immune system. This special feature will highlight key challenges faced by Canadians living with Crohn's or colitis as well as the efforts of advocates, researchers, innovators and supporters committed to making a difference.

Proposed topic highlights:

ADVOCACY – Efforts and initiatives advancing understanding and support.

IMPACT – The outlook for Crohn's and colitis patients in Canada.

FOCUS – Initiatives advancing access to medications and washroom access.

RESEARCH – New findings and what they mean for patients.

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
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

Click on the report below to see a similar feature

