

2021 NATIONAL SPONSOR CONTENT FEATURE

NEWSPAPER AND DIGITAL

Diabetes Awareness Month



PUBLICATION DATE: Friday, November 5
GET INVOLVED BY: Wednesday, September 15
PRINT/DIGITAL AD MATERIAL DUE: Wednesday, October 20
INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

November is Diabetes Awareness Month, a chance to shine a spotlight on the impact and risks as well as sources of hope for the one in three Canadians currently living with diabetes or prediabetes. This special feature – published during Diabetes Awareness Month – will highlight the efforts and initiatives of the organizations, advocates, researchers and innovators dedicated to improving the quality of life for people with diabetes – with the ultimate goal to end diabetes – which has added significance during this year, which marks the 100th anniversary of the discovery of insulin.

Proposed topic highlights:
AWARENESS & SUPPORT – Raising awareness and helping Canadians manage diabetes.
RESEARCH & INNOVATION – New findings and technologies that are shaping the outlook for people with diabetes.
EVOLUTION OF HEALTHCARE – Tools and services improving access to care and health outcomes.
TRENDS – Rising incidence of diabetes in Canada and expert advice for managing care.

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

