

Eczema Awareness Month



PUBLICATION DATE: Monday, November 1
GET INVOLVED BY: Monday, September 20
PRINT/DIGITAL AD MATERIAL DUE: Monday, October 25

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Eczema impacts almost 20 per cent of Canadians. November is National Eczema Awareness Month, an opportunity to raise awareness about this common and life-altering condition. This special feature will highlight the challenges that this chronic inflammatory skin condition – characterized by dry skin with patches that are red and itchy – presents for Canadian as well as exploring efforts towards promoting greater understanding and offering hope through research and innovation.

Proposed topic highlights:

IMPACT – Eczema and its implications for social interactions, work and self-image.

UNDERSTANDING ECZEMA – A look at causes and triggers, and tips for dealing with flares.

GETTING HELP – From over-the-counter remedies and prescriptions to life-style interventions.

RESEARCH & INNOVATION – New insights information innovations that improve quality of life.

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**

