

2021 NATIONAL
SPONSOR
CONTENT FEATURE

NEWSPAPER
AND DIGITAL

Mental Illness Awareness Week

PUBLICATION DATE: Monday, October 4
GET INVOLVED BY: Monday, September 6
PRINT/DIGITAL AD MATERIAL DUE: Monday, September 27

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

One in five people in Canada experience a mental health problem or illness in any given year – and the coronavirus pandemic has exacerbated the situation. Published during Mental Illness Awareness Week, this special feature will shine a spotlight on mental health challenges, the stigma that prevents people from seeking help, and the efforts to promote greater awareness and understanding across the country.

Proposed topic highlights:

- ADVOCACY** – Speaking out about mental health issues.
- HEALTHY WORKPLACES** – Leadership in promoting acceptance and inclusion.
- RESEARCH & INNOVATION** – New findings and strategies offering hope.
- SUPPORT** – Resources for information and community support.

INTEGRATED CONTENT FEATURES
ARE TURNKEY ADVERTORIAL SOLUTIONS.
PARTICIPATING ADVERTISERS
CAN BE MENTIONED/QUOTED
WITHIN CONTENT SPACE.

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ONLINE: National Edition
7.5 MILLION MONTHLY UVs

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

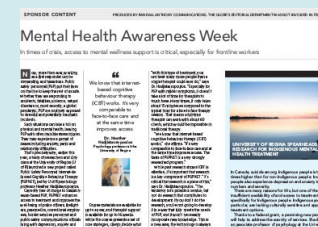
PRINT: National Edition
923,000 WEEKDAY PRINT READERS

Source: Vividata Fall 2020, National, A14+

WITH POWERFUL INTERACTIVITY RESULTS
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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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