

Fall Prevention Month



PUBLICATION DATE: Tuesday, November 2
GET INVOLVED BY: Tuesday, September 21
PRINT/DIGITAL AD MATERIAL DUE: Tuesday, October 26

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

With the motto, “Be ready, be steady! Prepare and act!” Fall Prevention Month brings together advocates and organizations from across the country to raise awareness, plan initiatives and share evidence-based information on fall prevention. This special feature will highlight noteworthy efforts and their impact on keeping Canadians safe.

Proposed topic highlights:

STRATEGIES – Falls are the leading cause of injury-related hospitalizations among older adults, what are some of the most successful fall prevention strategies?

MITIGATING RISK – Experts weigh in on risk prevention measures, such as nutrition risk screening, supplements and regular exercise regimes.

RESEARCH & INNOVATION – Boosting understanding and designing solutions.

EDUCATION – Raising awareness and presenting guidance from health and exercise professionals.

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**

