

# National Non-Smoking Week



**PUBLICATION DATE:** Monday, January 17  
**GET INVOLVED BY:** Wednesday, November 22  
**MATERIAL DUE:** Monday, January 10

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

National Non-Smoking Week presents a chance to raise awareness of the impact of smoking tobacco, which is the leading cause of preventable illness, disability and premature death in Canada – and the leading cause of preventable death worldwide.

**Proposed topic highlights:**

**ADVOCACY & AWARENESS** – Leadership in education and awareness-building about detrimental health outcomes.

**CANCER PREVENTION** – Strategies for preventing cancer caused by smoking.

**RESEARCH & INNOVATION** – Research into smoking and smoking cessation support.

**ADVICE & SUPPORT** – Tips, programs and quit smoking resources.

**GET INVOLVED TODAY. CONTACT:**

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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

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