

World Cancer Day



PUBLICATION DATES: Friday, February 4
GET INVOLVED BY: Friday, December 3
MATERIAL DUE: Friday, January 28

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY
World Cancer Day presents a chance to highlight the impact of cancer in Canada, where it is so widespread that about one in two Canadians will develop cancer in their lifetimes and one in four will die of the disease. This special feature will explore the challenges faced by Canadians who receive a cancer diagnosis as well as the network of support created by survivors, advocates, health-care providers and researchers.

Proposed topic highlights:

ADVOCACY – From raising awareness to funding research.

RESEARCH & INNOVATION – Translating new knowledge into solutions for Canadians.

DIAGNOSIS & TREATMENT – From a timely diagnosis to better treatment and survival rates.

MAKING A DIFFERENCE – The health-care providers and support systems dedicated to helping cancer patients and their families.

GET INVOLVED TODAY. CONTACT:

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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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