

The life-saving power of insulin

PUBLICATION DATE: Friday, May 13

GET INVOLVED BY: Friday, March 18

PRINT/DIGITAL AD MATERIAL DUE: Friday, April 22

INVESTMENT: SPECIAL NATIONAL FEATURE/CONTRACT RATES APPLY

The discovery of insulin, over 100 years ago, changed the lives of millions of people in Canada and around the world, since insulin therapy can help to prevent diabetes complications by keeping blood glucose levels within a desired range. This special feature will look at the impact of this important Canadian discovery as well as the innovations that continue to improve outcomes for patients and the health-care system.

Proposed topic highlights:

IMPACT – How insulin is changing the lives of people with diabetes.

OUTLOOK – Rising diabetes cases – and what this means for Canada.

RESEARCH & INNOVATION – The new findings and technologies improving quality of life.

RESOURCES – Up-to-date information and support for Canadians with diabetes.

Sponsor content is available. Speak to your account manager for more information.

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

PRINT/DIGITAL: National Edition
**6,367,000 WEEKLY PRINT/DIGITAL
READERS**

Source: Vividata Fall 2021, National, A14+

PRINT: National Edition
714,000 WEEKDAY PRINT READERS

Source: Vividata Fall 2021, National, A14+

**Click on the report below to
see a similar feature**

