

Active and Healthy Lifestyle in Life

VISION:

As time goes by and Canada's population gradually grows older, staying active and healthy are top priorities for Globe and Mail readers. As Globe and Mail readers have the desire and means to stay active and healthy in their prime and beyond, they are looking for products and services that will help them in their quest to stay fit and happy.

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Full Page	\$25,000
Half Page	\$18,000
Quarter Page.....	\$10,000

TENTATIVE TOPICS:

- Housing options – bungalows on golf courses and condos in the sky.
- Tips on staying healthy, both physically and mentally.
- Eating healthy and staying trim.
- Vitamins and natural solutions for common ailments.
- Technology and research advice.
- Lowering stress.
- Increasing the quality of life.

RESEARCH: GLOBE AND MAIL READERS 50+

- The Globe and Mail reaches almost half a million adults age 50+ on an average weekday. On weekdays, this translates into 481,000 adults.
- On weekdays, 59% of the 50+ group is male and 41% are female.
- The Globe has an above average concentration of 50+ females with HHI \$100K+ (Index 193)*.
- Globe readers age 50+ are more active than the typical 50+ adult.
- They are more likely than others in this age group to: Exercise at a gym, play golf, exercise at home, play tennis, jog, ski, swim, ride bicycles, participate in yoga/pilates.
- They are also more likely than the average 50+ adult to agree with the following statements:
 - “I am better informed about nutrition than the average person.”
 - “I pay very close attention to the nutritional content of food I eat.”
- These adults realize that as one ages, health issues become more paramount. They are more likely than the average 50+ adult to have purchased private health insurance in the past 12 months.

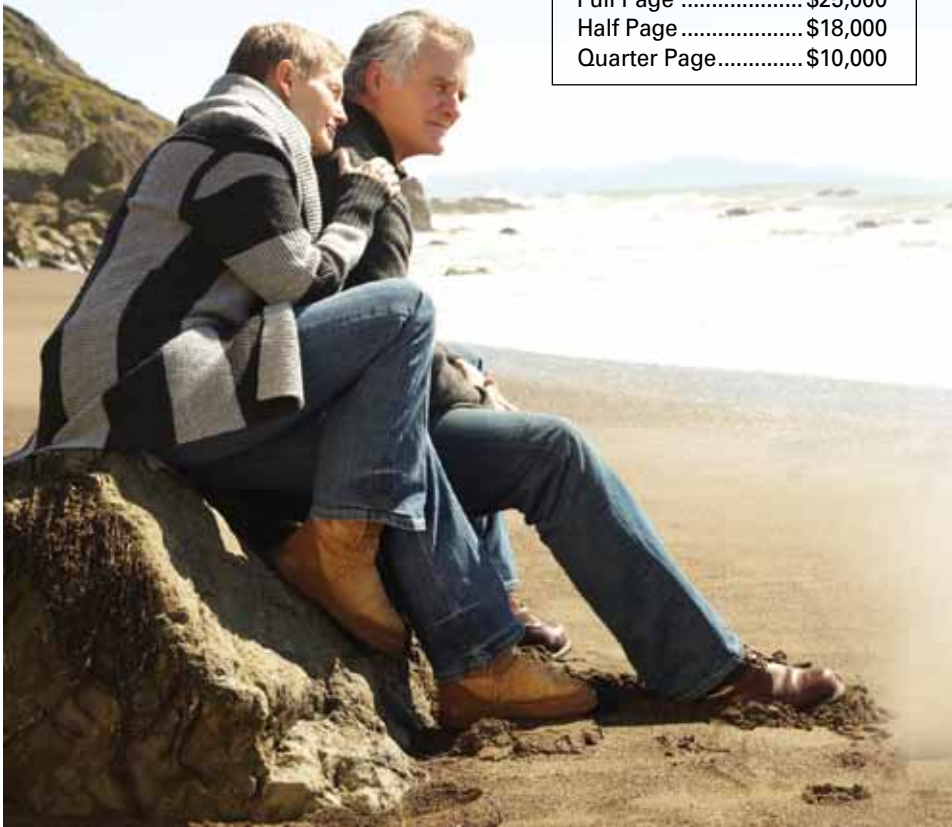
Source: PMB 2010 Spring Study – Base: Adults 50+, *Base: Adults 18+

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