

ORAL CARE



PUBLISHING DATE:
April 27, 2010

SPACE CLOSING:
March 15, 2010

MATERIAL DEADLINE:
April 20, 2010

Oral health is a serious matter. This special report –produced in co-operation with the Canadian Dental Association, and timed to appear during Oral Health Month – will educate readers about the importance of supportive public health policies, the evolving world of modern dentistry and the fundamental importance of maintaining oral health.

Among its topics this report will discuss:

Cosmetic Dentistry. What are the latest trends in demand and safe practices? What would the dentist tell us to do if we saw him/her instead of whitening our teeth at home?

Canadian Health Measures Survey. For the first time in over 3 decades the Canadian Health Measures Survey, which collects key physical measurements rele-

vant to the health of Canadians, will offer oral health indicators measured on a national basis. What are the results?

Oral Health Awareness Initiative. Targeting women 25 to 55 years of age, dental care professionals and general family health providers an oral health awareness campaign developed by The Office of the Chief Dental Officer and the Canadian Dental Association, along with the Dental Industry Association of Canada and the Dentistry Canada Fund has three main goals:

- Improve awareness of the benefits of sustained oral hygiene.
 - Improve knowledge about the relationship between general health and oral health.
 - Improve knowledge about the risk factors and prevention behaviours that can lower the risk of oral cancer.
- What are the results?

Children and oral health. Taking care of your teeth is simple if you know how. What do parents need to know about their child's first visits to the dentist?

All this and more in this special Globe and Mail report.

WHY REACH GLOBE AND MAIL READERS?

The Globe and Mail reaches the most educated, affluent and influential newspaper readership in Canada – significantly greater than any other national newspaper in Canada.

> *The Globe and Mail reaches more Canadians with:*

- *A university graduate education, household income \$100K or higher, personal income \$60K or higher, senior management titles and manager/professional occupations than any other weekday newspaper in Canada*
- *Investors with portfolios of \$250,000+*

> *The Globe and Mail reaches over 1.3 million readers daily from coast to coast.*

> *The Globe and Mail is the #1-read publication by Canada's senior executives, read by 71% of all executives and by 76% of all presidents, CEO's and Chairpersons.*

REACH YOUR AUDIENCE:

This special supplement will include a limited number of one-eighth, quarter-, half- and full-page advertising positions.

Bonus: The Globe will re-print additional copies of the report and provide a PDF e-version.

Included with your print advertisement, this report will appear online at globeandmail.com for 7 days and thereafter will be archived for 90 days.

Source: NadBank, PMB 2007/08



THE GLOBE AND MAIL

For more information:

Contact your Globe and Mail Account Manager, or Project Manager Richard Deacon at 604.631.6636, or via e-mail at rdeacon@globeandmail.com