



# Sun awareness

**PUBLISHING DATE:** June 7, 2010    **SPACE CLOSING:** April 26, 2010    **MATERIAL DEADLINE:** June 1, 2010

**T**he skin is the largest organ in the body, yet it is the most exposed to the elements. National Sun Awareness Week (NSAW) brings attention to this incredible organ, and raises awareness about skin cancer, North America's most prevalent and preventable cancer.

This special report – produced in co-operation with the Canadian Dermatology Association's Sun Awareness Program and timed to coincide with the 22nd Sun Awareness Week, June 7-13, 2010 – will provide important information about skin health and sun safety.

Among its topics, this special report will discuss:

**Photoaging.** As opposed to chronological aging, photoaging is an accelerated aging process brought on by exposure to UV radiation. Learn about the results of this process, and how to defend your skin against it.

**Steps to Sun Safety.** Outdoor activities and work are part of life.

Enjoying summer safely involves proper clothing, choice of sunscreen and proper application. How can you keep yourself and your family safe in the sun, and still love the outdoors?

**Prevalence.** Skin Cancer is the most common form of cancer. Find out why, and just how many cases are expected in 2010.

**Cancers of the Skin.** Although cases of most cancers are declining, the incidence rate of melanoma – the deadliest form of skin cancer among Canadians – continues to grow. Learn the risk factors and ways to detect melanoma.

**Artificial Tanning.** Artificial tanning has proven dangers, and links to cancers of the skin, yet it is legal and popular. How could legislation regulating the use of artificial tanning equipment, and particularly to prohibit those under 18 years of age from using such equipment, better protect Canadians?

**Dermatologists.** They are skin experts and vital members of Canada's health care system. Why are these doctors so unique? Learn about the special qualifications that make dermatologists particularly qualified to do their jobs.

All this and more in this special, national 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](http://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](mailto:rdeacon@globeandmail.com)