



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Innovative Insurance Solutions

Supporting Business Success Through Employee Wellness

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

Click on the report below to see a similar past feature



The health and well-being of employees are vital to business success, and companies across Canada are increasingly looking to innovative insurance solutions that align with their goals while addressing diverse employee needs. This special feature will explore how advanced insurance options, from whole life products to virtual health solutions, are helping Canadian organizations enhance outcomes and reduce risks.

Proposed topic highlights:

Aligning with Business Goals: Insurance plans designed to support organizational objectives and foster long-term stability.

Comprehensive Employee Wellness: A holistic approach to employee well-being, enhancing productivity and satisfaction.

Innovative Solutions: From virtual care options to digital tools, insurance products that adapt to evolving workplace needs.

Preventive Health Measures: Promoting proactive health management to reduce future risks and improve outcomes.



The Globe and Mail is the #1 newspaper brand in Canada.

Reaching more senior executives, business owners and professionals.

Reaching more High-Net-Worth Investors with over \$500K in assets.

Print/Digital Weekly Readers – **5,958,000**
Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

Source: Vividata SCC Spring 2024, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
October 30	November 22	November 28	October 30

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

Content produced by Randall Anthony Communications, a Globe-approved provider