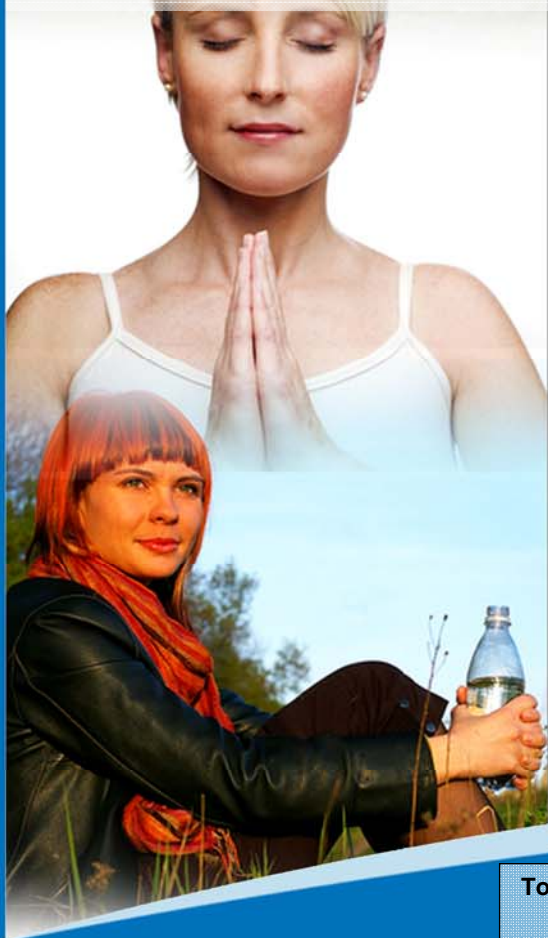


# WOMEN'S HEALTH

SPECIAL SECTION

Thursday, March 4<sup>th</sup>



TORONTO STAR ★ THURSDAY, JANUARY 28, 2009

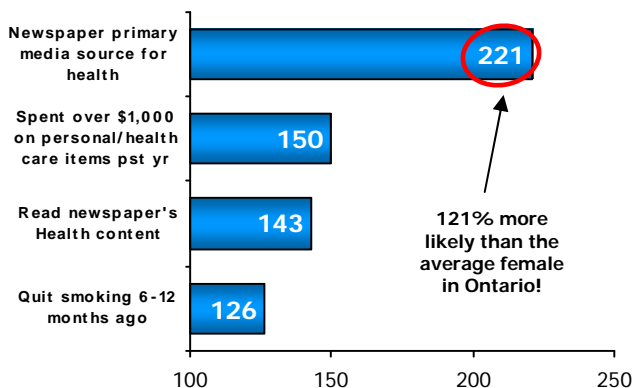
BOOKING DEADLINE: Wed., Feb. 24 MATERIAL DEADLINE: Fri., Feb. 26

When it comes to health, women and men are different  
Physiology.... Biology.... Sociology scientific research is making  
that fact increasingly clear.

The Toronto Star will publish a special on Women's Health, Thursday, Jan. 28. The section will look at gender differences in health and healthcare and focus on health issues that affect women of all ages. Topics include **heart disease, arthritis, depression, cancer, osteoporosis, menopause, body image, skin care, diet and exercise**. The section will take a wholistic view of women's health and examine the different roles women play and how these affect their health.

If you have a message or a product for those you wish to reach with an interest in women's health, book your space in this section today!

## Toronto Star female readers are health conscious



Source: NADbank 2008, read Star yesterday  
Base: Ontario including Toronto Extension, Females 18+

## The Toronto Star reaches...

- 544,100 females 18+ daily in Ontario!
- 244,000 females 25-54
- 221,800 female university grads +
- 264,600 females with a household income of \$75,000 or more
- 500,000 females that have purchased personal/health care products past year
- 451,600 females that read the Health pages in the newspaper
- 320,300 females that exercise at home
- 432,600 females that walk for exercise

Source: NADbank 2008, read Star yesterday  
Base: Ontario including Toronto Extension, Females 18+

To book space in this Special Section or for more information, please contact your Star representative via switchboard 416-869-4242  
An additional charge may be applied for late material or late revisions

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