

Bone Health

Fri. May. 29, 2009

Fri. Jun. 5, 2009

Fri. Jun. 12, 2009

Fri. Jun. 19, 2009

Fri. Jun 26, 2009



Series of "Special Reports: Bone Health"

(to appear in the Living Section)

Friday, May 29th

Booking deadline: Friday, May 15

Material due: Mon. May 25

Topic: *Chiropractors, a career story*

Friday, June 5th

Booking deadline: Friday, May 22,

Material due: Mon. May 25

Topic: *Osteoporosis*

Friday, June 12th

Booking deadline: Friday May 29,

Material due: Mon. June 1

Topic: *Stages of bone health throughout your life*

Friday, June 19th,

Booking deadline: Friday June 5,

Material due: Mon. June 15

Topic: *Sports injury and protecting your bones*

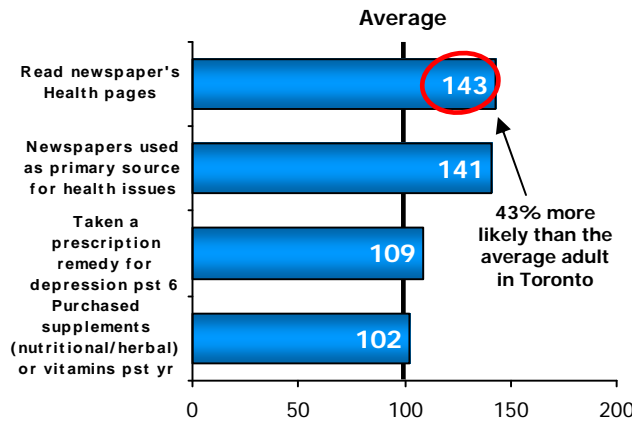
Friday, June 26th

Booking deadline: Friday June 12,

Material due: Mon. June 22

Topic: *Bone surgeons & what's new in casts*

Star readers are Health Conscious...



The Toronto Star reaches...

- **952,800** readers daily in Toronto
- **371,900** adults with household incomes of \$100,000 or more
- **427,400** principal wage earners
- **699,000** readers that read the Health pages
- **644,800** readers that have purchased nutritional supplements, vitamins or herbal supplements in the past year
- **37,000** readers that have taken a prescription for depression in the past 6 months*

Source: NADbank 2007, read Star yesterday; Base: Toronto, Adults 18+
*Source: PMB 2-year database, read Star yesterday; Base: Toronto adults 18+

To book your space, please contact Laura LaBella,
416-869-4117 or lalabella@thestar.ca

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