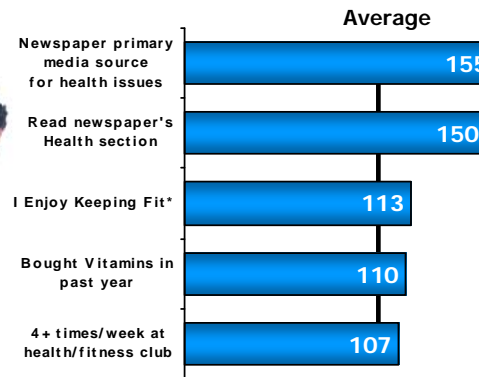


**Men's Health**  
 Thurs., June 18<sup>th</sup> 2009

The aging male is medically defined as men 40 years old plus (hey, that's the Star's readership!). The question most aging males (and their concerned spouses) want answered is, "What should I be asking my doctor?" What is the checklist for aging males? This section is timed to coincide with Men's Health Week, just prior to Father's Day - a time we are all thinking of the men we care most about.

**Toronto Star male readers are health-conscious**



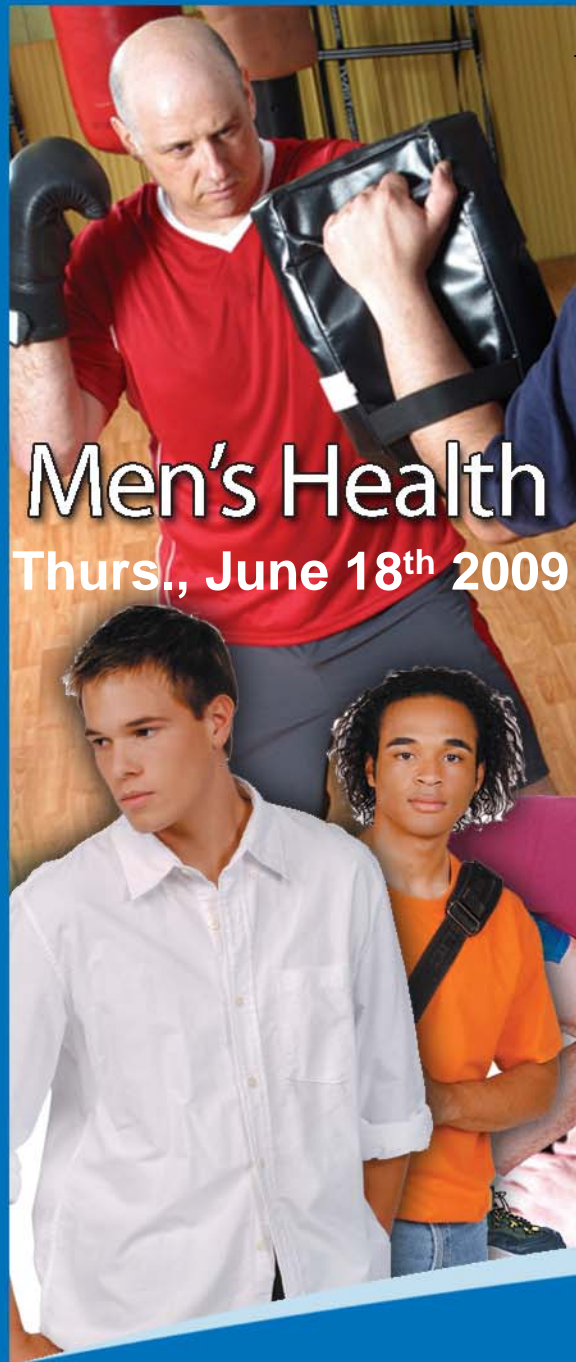
Source: NADbank 2008, read Star yesterday; Toronto, Men 18+  
 \*Source: PMB 2009 Spring 2-yr database, read Star yesterday; Toronto men 18+

**The Toronto Star reaches...**

- 485,000 men 18+ daily in Toronto!
- 345,300 men 35+
- 213,200 male university grads+
- 213,300 males with a household income of \$100,000+
- 415,400 men that have purchased personal/health care products last yr
- 301,400 males that look at the Health pages in the newspaper
- 303,900 men that exercise at home
- 378,900 men that walk for exercise

Source: NADbank 2008, read Star yesterday; Toronto, Men 18+

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# Men's Health

Thurs., June 18<sup>th</sup> 2009

## EDITORIAL LINEUP

**ATTITUDES:** Baby-boomers, who account for one third of the population, are entering their 60s. Many men are reluctant to go to the doctor or to discuss these problems with their doctor if they do. And there is a general lack of awareness of health problems commonly experienced by aging men. Doctors, themselves, receive less training on problems that affect aging men. Aging boomer Bill Taylor reflects on his own spotty track record of maintaining his health and looks at the results of this kind of behaviour when multiplied across the Babyboom.

### Cancer:

**PROSTATE:** Funding is available for screening for prostate cancer for men over 50. Do men have access to it? **SIDEBAR:** What questions should men be asking their doctor?

**SKIN:** Melanomas are on the rise in men. These are the deadliest form of skin cancer and while they make up the smallest percentage of all skin cancers, they are responsible for the most deaths.

**LUNG:** This cancer kills more men than any other cancer by far. The prognosis is not good if you develop it. How can you catch it early?

**COLORECTAL:** This cancer is third after lung cancer and prostate cancer as a killer of men. Screening tests are available for this now. How do you go about getting a test?

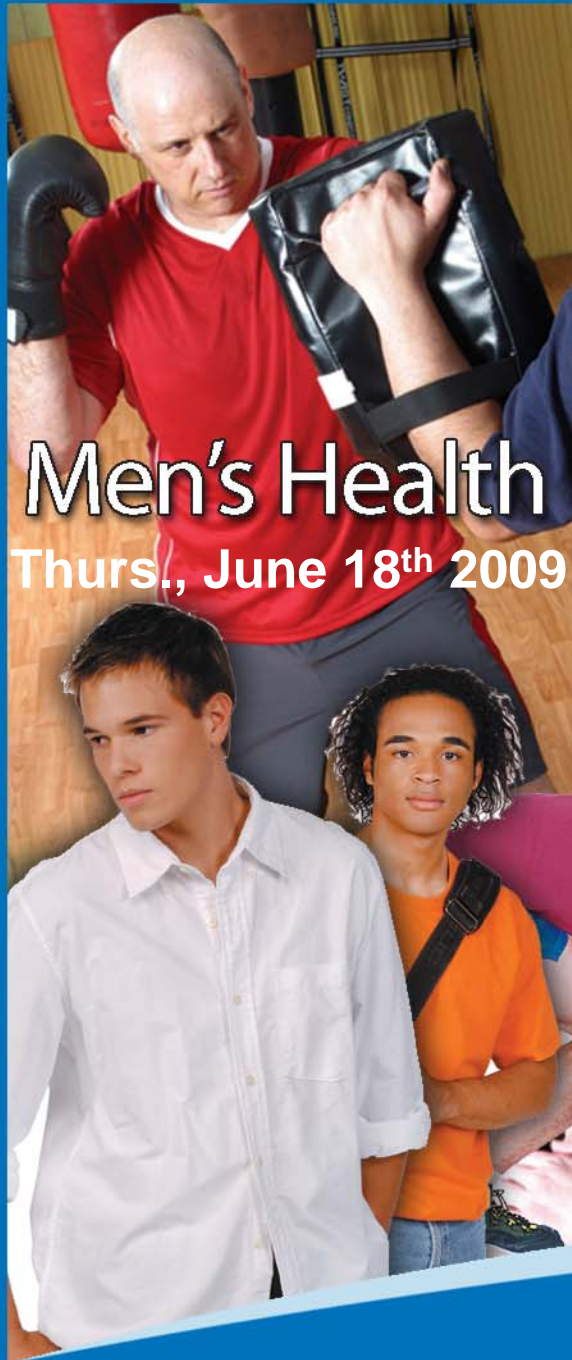
**DEPRESSION:** The recession is adding stress to the lives of many men. According to Statistics Canada, one in seven men will develop depression within six months of being unemployed. Men are three times as likely to commit suicide than women. Depression in men is hard to detect; it is often masked as anger or irritation.

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**DIET:** In the interests of maintaining a healthy heart, a died-in-the-wool, unreformed eater of chicken strips and fries with the occasional bout of fine French cuisine tries to follow the Canada Food Guide and lives to tell the tale.

**ERECTILE:** Erectile dysfunction due to low testosterone levels is a by-product of a number of diseases that commonly affect men and also of the treatments for these. What can be done about this?

**STRENGTH:** At 67, Alec is not the guy you would expect to find pumping weights at your local gym. But his newfound physique will enable him to continue for many more years being able to lift his wife Sue, who suffers from multiple sclerosis, and to continue to take her on his business trips around the world. His training is so successful, he is also thinking of entering world bodybuilding championships later this year.

**OSTEO:** A study by Queen's University estimates one in eight men have osteoporosis, and that, by 2010, the number of osteo-related hip fractures will have doubled. The problem is that men don't take this problem seriously. They should all be having bone-density tests at age 65. Family doctors have not done a very good job of spotting symptoms.

**DIABETES:** Good blood control is the key to avoiding complications stemming from poor management of Type 2 diabetes. What are the tricks to achieving this?

**SPORTS:** What sports are hardest on your health? What are the most common injuries for each? What are the long-term consequences? How can you avoid these?

*\*Subject to change*

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