

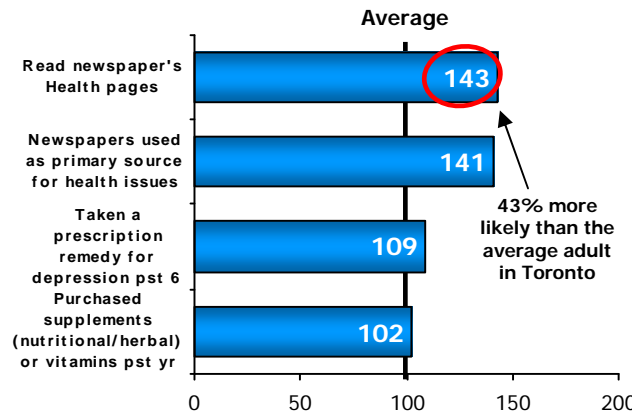
# Mental Health

Saturday, May 2<sup>nd</sup> 2009



Mental Health means striking a balance in all aspects of your life: **social, physical, spiritual, economic and mental**. Reaching a balance is a learning process. At times, the balance may be tipped too much in one direction. The section will address how personal balance is unique, and how the challenge is to stay mentally healthy by keeping that balance. The section will discuss the stigma historically surrounding mental health issues, the latest research and treatments available.

## Star readers are Health Conscious...



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

## 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+

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