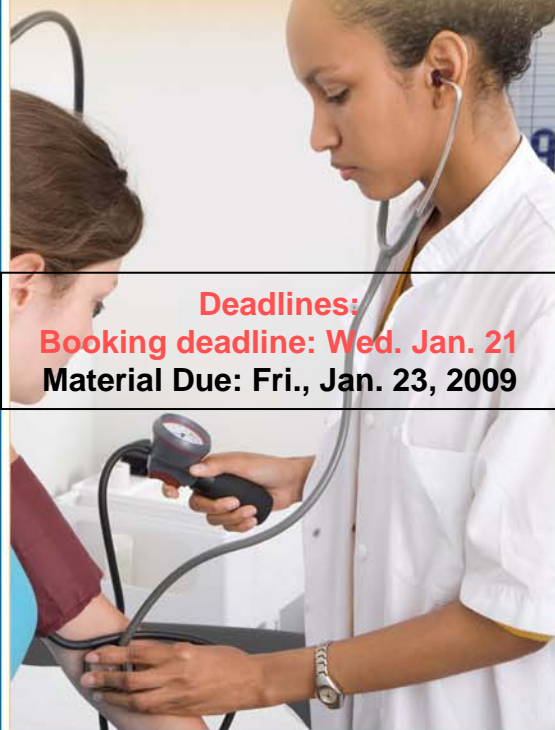


Women's Health

Special Section

Thursday, January 29th, 2009



Deadlines:
Booking deadline: Wed. Jan. 21
Material Due: Fri., Jan. 23, 2009

TORONTO STAR ★ THURSDAY, JANUARY 29, 2009

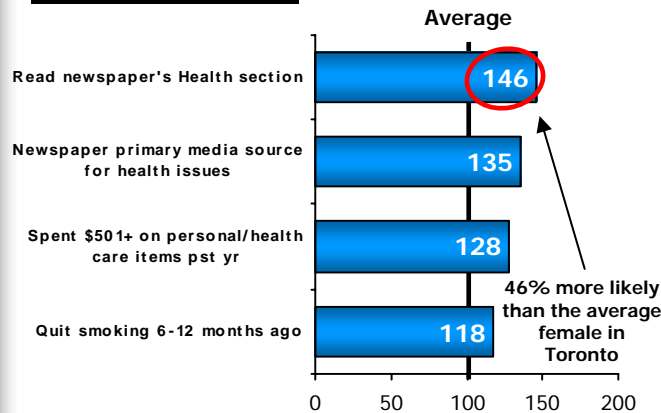
WOMEN'S HEALTH > Special Section

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. 29. 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 2007, read Star yesterday
Base: Toronto CMA, Females 18+

The Toronto Star reaches...

- 459,500 females 18+ daily in Toronto!
- 233,300 females 25-54
- 208,200 female university grads +
- 239,000 females with a household income of \$75,000 or more
- 445,600 females that have purchased personal/health care products past year
- 399,500 females that look at the Health pages in the newspaper
- 273,300 females that exercise at home
- 392,600 females that walk for exercise

Source: NADbank 2007, read Star yesterday
Base: Toronto CMA, Females 18+

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TORONTO STAR
thestar.com

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