



CRUISEMEDIAGROUP INC.



media planner



We do one thing, and we do it well.

Cruise Media Group connects physicians and patients with your product or service when they are most interested and will have the best recall – in the waiting room.

Cruise Media Group owns and operates the largest Health and Wellness Digital Out of Home/Place Based Media network in Canada, MHN, providing a single-source solution for digital content development and delivery. Our growing network currently consists of over 250 large format LCD screens located in participating physician waiting rooms and offices, with major clusters in the GTA, Montreal, Vancouver and Winnipeg metro areas. Our network charts over 1 million views per month in these premium markets and boasts the highest physician waiting room market penetration in the Canadian health sector.

Cruise Media Group keeps eyes on the screen through the delivery of dynamic digital programming that includes a mix of healthy living tips, wellness information, disease prevention advice, exercise and clever health trivia questions. Our regularly updated programming entertains, educates and engages waiting room audiences.



Right place, right time.

Engage our audience with your message when they are focused on their health, consulting with their physician and most likely to be making a purchasing decision.

MHN is uniquely positioned in place and time to maximize the effectiveness of your advertising message, provide high recall rates and encourage direct action on the part of the consumer. With MHN you can communicate directly with a captive audience of patients and consumers when they are focused on their health, and the health of their families. Your message will be delivered to consumers when they are discussing treatment options and lifestyle choices with their physician, and most likely to be making a purchase decision.

Our network topology allows us to custom size a digital media campaign to your geographical target area – from neighbourhood-specific to network-wide – ensuring an efficient, targeted media buy. Our creative department will work with you to create an engaging and memorable message if you do not have an advertisement ready to run.



One network, four topologies

MHN national

Expose your product or service to the largest audience available with network-wide advertising, and take advantage of the lowest CPMs when you include MHN national in your strategic media plan.

MHN regional

MHN regional is an excellent option for products or services that are only available in one or more provinces. Higher CPMs, but lower overall cost due to efficient exposure on our provincial network clusters.

MHN local

City or neighbourhood specific exposure with MHN local allows you refine your media plan to maximize response rates by advertising only in the metro areas that your product or service is available.

MHN hyperlocal

Our most targeted advertising option, MHN hyperlocal lets you advertise your product or service to potential customers in the waiting room across the street or around the corner from your business.

Contact our team

For general inquiries:

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