



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Cancer Awareness Month

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

Click on the report below to see a similar past feature



April marks Cancer Awareness Month in Canada—a significant time to reflect on the 1.5 million Canadians forging ahead in life beyond a cancer diagnosis. It is a time to unite communities across the nation, shining a spotlight on the persistent battle against cancer. This special feature will to emphasize the significance of Cancer Awareness Month, showcasing the continuous endeavours to raise awareness, foster collective action, and champion ongoing research efforts.

Proposed topic highlights:

- EARLY DETECTION** — Promoting regular screenings for timely cancer discovery.
- PREVENTION AND LIFESTYLE** — Emphasizing healthy habits for cancer avoidance.
- AWARENESS AND EDUCATION** — Sharing information on cancer types, symptoms, and resources.
- SURVIVORSHIP AND SUPPORT** — Celebrating resilience and highlighting support networks.
- RESEARCH AND INNOVATION** — Showcasing advances in cancer research and treatment.

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

Content produced by Randall Anthony Communications, a Globe-approved provider



The Globe and Mail is the #1 newspaper brand in Canada

Reaching more senior executives, business owners and professionals

Reaching more High-Net-Worth Investors with over \$500K in assets.

Print/Digital Weekly Readers – **6,063,000**
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
February 12, 2024	March 25, 2024	April 1, 2024	February 12, 2024