



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

National Cancer Wellness Awareness Day

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



National Cancer Wellness Awareness Day serves as a dedicated time to underscore the holistic dimensions of cancer care, extending beyond medical treatments to encompass overall well-being. This day, observed nationally, focuses on promoting awareness about the importance of wellness during and after cancer treatment, recognizing the multifaceted needs of cancer patients, survivors, and their support networks.

- Proposed topic highlights:**
- EMPOWERMENT** — Showcasing efforts to empower individuals affected by cancer.
 - HOLISTIC WELLNESS** — Focusing on overall well-being during and after cancer treatment.
 - RESOURCES & SUPPORT** — Highlighting organizations providing resources for a better quality of life.
 - EDUCATION** — Promoting awareness through valuable insights for cancer patients and survivors.

GET INVOLVED TODAY. CONTACT:
RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com



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
May 8, 2024	June 19, 2024	June 26, 2024	June 19, 2024