

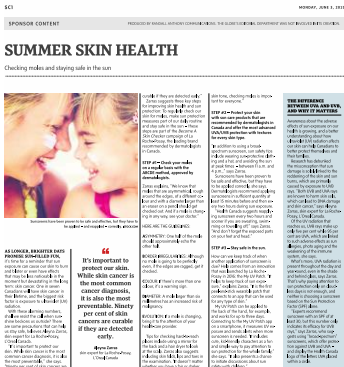


2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Sun 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



Sun Awareness Month, observed annually in May, serves as a crucial reminder of the significance of sun safety and skin health. As the sun's rays become more potent, this initiative encourages a forward-thinking perspective, focusing on the latest advancements in sun protection designed to shield individuals from harmful UV rays. In collaboration with the Canadian Dermatology Association, this special feature will spotlight how elevating awareness and encouraging innovation in sun safety practices are essential for fostering a healthier and safer community.

**Proposed topic highlights:**

**SAFETY TIPS:** Providing fundamental guidelines for staying safe in the sun, such as using sunscreen, wearing protective clothing, and staying hydrated.

**AWARENESS:** Promoting overall skin health through sun protection, hydration, and proper skincare routines.

**SUN-RELATED HEALTH RISKS:** Raising awareness about potential health risks from excessive sun exposure, including skin cancers and other conditions.

**RESOURCES & SUPPORT:** Where to find the best resources, education and healthcare support for skin-related issues.

**INNOVATION:** Showcasing new technologies, from sunscreen formulations to innovative clothing materials.

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto: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
March 13	Apr 24	May 1	March 13