



2024 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Healthy aging

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

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Of the six million Canadians aged 65 and older, 81 per cent prefer to live in their homes. Yet many face age-related challenges, such as chronic health problems, cognitive decline and mobility limitations. This special feature will provide insights on the measures like home adaptation and community support that can help seniors to realize the goal of independent living.

- HEALTH AGING** – Strategies for boosting health outcomes and independence.
- HOME ADAPTATION** – Tools and services enabling aging in place.
- TECHNOLOGY** – Solutions for improving health, safety and well-being.
- RESEARCH & INNOVATION** – New findings and their impact on how we approach aging.
- COMMUNITY SUPPORT** – Advocacy and support systems for Canada's seniors.

GET INVOLVED TODAY. CONTACT:

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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
June 25	August 13	August 20	June 25

August 13	September 24	October 1	August 13
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