



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Kidney Health Month

Highlighting the realities of kidney disease and the champions behind medial research and patient care

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

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Recent estimates indicate that up to two million Canadians may have chronic kidney disease or be at risk, with most of them being unaware of their condition. With March designated as Kidney Health Month in Canada and World Kidney Day falling on March 14, this special feature will highlight the importance of kidney health, the latest advancements in treatments, and the measures that can be taken to maintain healthy kidneys.

Proposed topic highlights:

Medical Advancements & Research — Breakthroughs in kidney disease treatments and technologies.

Preventive Measures — Strategies for preventing kidney disease through early detection and lifestyle changes.

Healthy Lifestyle Tips — Diet, exercise, and wellness tips to support kidney health.

Patient Stories — Inspiring stories of individuals who have successfully managed their kidney health.

Community Initiatives — Programs and initiatives aimed at improving kidney health awareness and education.

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – **5,958,000**
Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

Source: Vividata SCC Spring 2024, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
January 20	March 3	March 10	January 20