



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# World Immunization Week

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

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World Immunization Week is a time to celebrate the power of vaccines and their positive impact in Canada and across the globe. This special feature will examine the latest developments in vaccine technology, the impact of these technologies on public health and safety, and the ways that Canada's leading-edge research and development capabilities are shaping the future of immunization..

**PROPOSED TOPIC HIGHLIGHTS:**

**RESEARCH & INNOVATION** — breakthroughs that are inspiring hope for the future.

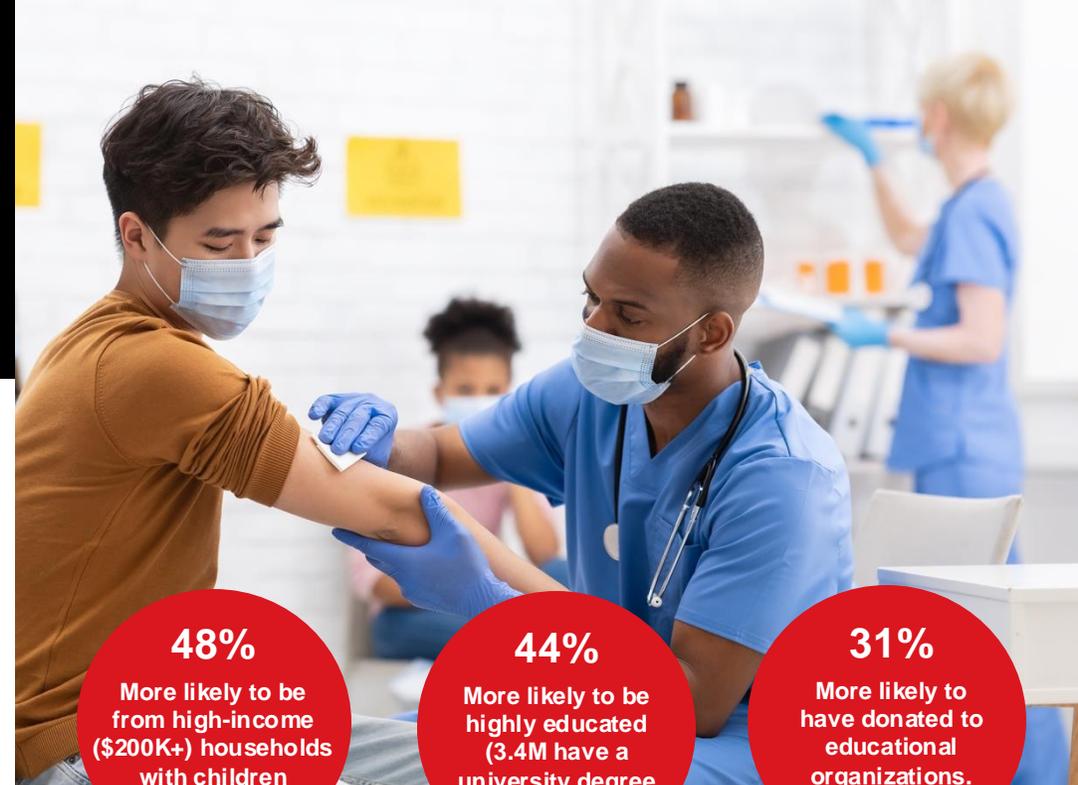
**IMPACT** — the power of vaccines, from childhood vaccinations to flu and cancer prevention.

**AWARENESS** — how vaccines create a safety net for vulnerable community members.

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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**48%**  
More likely to be from high-income (\$200K+) households with children under 18.

**44%**  
More likely to be highly educated (3.4M have a university degree or higher).

**31%**  
More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,941,000**  
Print Weekly Readers – **2,580,000** | Digital Weekly Readers – **4,607,000**

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

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
March 10	April 14	April 21	March 10