



2026 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Blood cancer

**INTEGRATED CONTENT FEATURES:** Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

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While blood cancer is the third leading cause of cancer-related death in Canada, survival rates for patients have improved significantly over the past decades. This special feature will explore the impact of blood cancers on the lives of Canadians as well as the advances in research, diagnosis and treatment options that promise better outcomes. Strategically timed for Blood Cancer Awareness Month

**Proposed topic highlights:**

**ADVOCACY AND SUPPORT** – Leadership in advancing awareness, equitable access to care and patient support.

**DIAGNOSIS** – From early detection to timely intervention.

**RESEARCH AND INNOVATION** – New scientific findings that are driving medical progress and saving lives.

**INTERVENTIONS** – From stem cell therapy and medication to other treatment options.



*The Globe and Mail is the #1 newspaper brand in Canada*

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*Reaching more High-Net-Worth Investors with over \$500K in assets.*

Print/Digital Weekly Readers – **6,484,000**  
Print Weekly Readers – **2,912,000** | Digital Weekly Readers – **4,800,999**

Source: Vividata SCC Fall 2025, National, A18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
July 13	August 31	September 7

**GET INVOLVED TODAY. CONTACT:**

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