

2022 NATIONAL SPONSOR CONTENT FEATURE

NEWSPAPER AND DIGITAL

# Heart Health Month



**PUBLICATION DATE:** Tuesday, February 1, 2022  
**GET INVOLVED BY:** Tuesday, December 7  
**PRINT/DIGITAL AD MATERIAL DUE:** Tuesday, January 25

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Approximately 2.4 million Canadian adults live with diagnosed heart disease, a group of conditions that affect the structure and function of the heart and is the second leading cause of death in Canada. This special feature, published during Heart Health Month, highlights the outlook for Canadians with cardiovascular disease as well as the advances in understanding and treatment that promise hope.

- Proposed topic highlights:**
- ADVOCACY & SUPPORT** – Where to turn for current heart health information and support.
  - MANAGING HEART DISEASE** – Strategies and therapies advancing outcomes for Canadians.
  - HEALTH INNOVATION** – From diagnostic tools and treatment options to technology and virtual care.
  - RESEARCH** – New research findings advancing understanding, prevention and therapies.

**GET INVOLVED TODAY. CONTACT:**  
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**7.5 MILLION MONTHLY UVs**  
Source: Comscore Media Metrix Multi-Platform, Jul-Sep 2020 (Q3) Average

**PRINT: National Edition**  
**923,000 WEEKDAY PRINT READERS**  
Source: Vividata Fall 2020, National, A14+

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