

Lung Cancer Awareness Month



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GET INVOLVED BY: Monday, September 27

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INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

November is Lung Cancer Awareness Month, a chance to shine a spotlight on lung cancer in Canada, which is the most commonly diagnosed cancer in Canada (excluding non-melanoma skin cancers) and the leading cause of death from cancer for Canadians. This special feature will look at the challenges that come with a diagnosis of lung cancer as well as the efforts of advocates, health-care providers, researchers and organizations working to improve the outlook for lung cancer patients and their families.

Proposed topic highlights:

ADVOCACY & SUPPORT – Raising awareness and providing resources and support for lung cancer patients.

INTERVENTIONS – From prevention and diagnosis to targeted therapies for a better treatment process and survival rates.

RESEARCH – New research findings offering insights and hope for cancer patients.

OUTLOOK – A closer look at lung cancer statistics and what they mean for the Canadian health-care system.

GET INVOLVED TODAY. CONTACT:

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THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE

ONLINE: National Edition

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+

WITH POWERFUL INTERACTIVITY RESULTS

35% HIGHER READING TIME

OVER 2 MINUTES ON SPECIAL REPORT
ARTICLES VS. GAM SITE AVERAGE

3 X HIGHER CTR

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