

National Non-Smoking Week



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GET INVOLVED BY: Monday, November 21
PRINT/DIGITAL AD MATERIAL DUE: Monday, January 9
INVESTMENT: SPECIAL NATIONAL FEATURE/CONTRACT RATES APPLY

Tobacco use is the leading preventable cause of premature death and disease in Canada, contributing to approximately 48,000 deaths each year. National Non-Smoking Week presents a chance to raise awareness of the impact of smoking tobacco as well as highlight the organizations, initiatives and resources that are improving outcomes.

- Proposed topic highlights:**
- RAISING AWARENESS** – Leadership in outreach and education about detrimental health impacts.
 - RESEARCH & INNOVATION** – New findings, methods and programs making a difference.
 - RESOURCES & SUPPORT** – Experts weigh in with advice and programs for smoking prevention and cessation.
 - CANCER RISK** – Strategies for preventing cancer caused by smoking.

INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

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PRINT/DIGITAL: National Edition
6,367,000 WEEKLY PRINT/DIGITAL READERS

Source: Vividata Fall 2021, National A14+

PRINT: National Edition
714,000 WEEKDAY PRINT READERS

Source: Vividata Fall 2021, National, A14+

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