

# World Cancer Day



**PUBLICATION DATE:** Thursday, February 2  
**GET INVOLVED BY:** Monday, December 5  
**PRINT/DIGITAL AD MATERIAL DUE:** Thursday, January 26

INVESTMENT: SPECIAL NATIONAL FEATURE/CONTRACT RATES APPLY

World Cancer Day is a global movement that brings together people, communities and governments to fight against cancer. On the occasion of World Cancer Day, this special report will reflect on ways to reduce the impact of this disease, how researchers and health professionals are building a better future for those affected, and how all Canadians can get involved and make a difference in the fight against cancer.

**Proposed topic highlights:**  
**BREAKING BARRIERS** — Ensuring equitable access to cancer care for all Canadians  
**ADVOCACY** – From raising awareness to funding research.  
**RESEARCH & INNOVATION** – How treatment science is advancing through innovation and discovery.  
**CANCER CARE** – The people and services who help cancer patients and their families.

Sponsor content is available. Speak to your account manager for more information.

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

## INTEGRATED CONTENT FEATURES

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

## THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE

**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+

Click on the report below to  
see a similar feature

