



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Eczema Awareness

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Eczema is a chronic inflammatory skin condition that affects nearly 20 percent of Canadians at some point in their lives. Strategically timed during the winter season and National Eczema Awareness Month in November, this special report will shine light on the affects of eczema, promote understanding, and share research that is inspiring hope.

Proposed topic highlights:

IMPACT – Eczema's affect on social interactions, work and self image.

SUPPORT – How and where those affected can get help and learn to cope

UNDERSTANDING – Causes and triggers, connections with other ailments and how to deal with flares

RESEARCH – Innovation that is improving outcomes for those living with eczema

GET INVOLVED TODAY. CONTACT:

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37% more likely to have a Household Income of \$200K+*

45% more likely to be Managers, Owners, Professionals (MOPEs)*

77% more likely to be Business Decision Makers*

Print/Digital Weekly Readers – 5,898,000
Print Weekly Readers – 2,697,000 | Digital Weekly Readers – 4,439,000

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
Jan, 6 & Sept. 18	Jan. 30 & Oct. 30	Feb. 6 & Nov. 6	Jan, 6 & Sept. 18