



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Flu and Vaccines

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

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During the cold and flu season, Canadians are reminded of the importance of immunizing themselves and their loved ones. This special report will discuss how research has shown that immunizing the healthy can help to protect the entire community, including the most vulnerable.

- PROPOSED TOPIC HIGHLIGHTS:**
- AWARENESS** — correcting misconceptions about vaccines and supporting public engagement
 - MITIGATING SPREAD** — What are the measures helping to limit the spread?
 - RESEARCH** — the latest findings highlighting the power of vaccines

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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
September 6	October 9	October 16	September 6