



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL
AND NEWSPAPER

Infertility Awareness Week

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

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Infertility Awareness Week aims to spread awareness on the plight of reproductive challenges that are faced by one in six Canadians. This special feature will shine a light on spreading awareness on this issue, the care and support available to those who need it, and innovation in the space that is inspiring hope.

ADVOCACY — Spreading awareness on how infertility impacts the lives of one in six Canadians

TECHNOLOGY & INNOVATION — New findings in the space

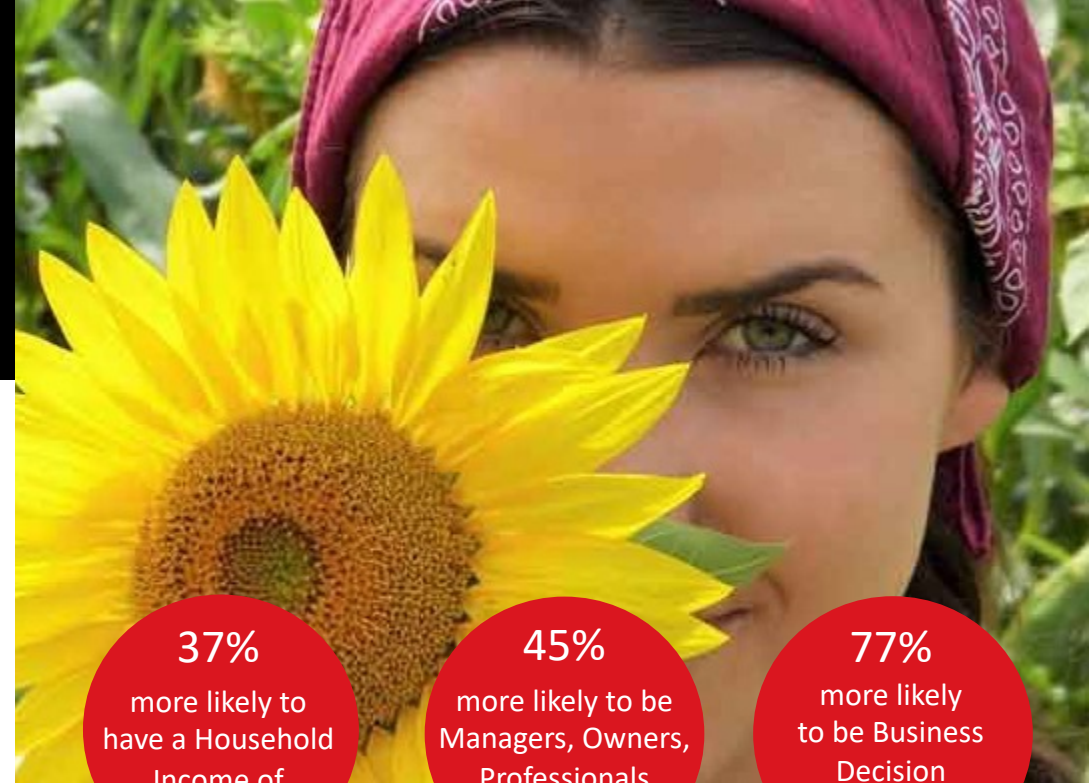
SUPPORT — Where Canadians struggling with infertility can find care and education

BREAKING BARRIERS — Access to fertility support for Canadians of all backgrounds

Content produced by Randall Anthony Communications, a Globe-approved provider.

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
March 13, 2023	April 17, 2023	April 24, 2023	March 13, 2023