



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL
AND NEWSPAPER

November is Diabetes Awareness Month

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

Click on the report below to see a similar past feature



Diabetes and its complications exact a tremendous toll on individuals, families, and the Canadian health-care system – costing almost \$50-million to treat every day. November is Diabetes Awareness Month and November 14 is World Diabetes Day – opportunities to profile the latest advances in treatment and care, as well as the need for initiatives and investments to prevent diabetes and ultimately find a cure.

- Proposed topic highlights:**
- TRENDS** – What does the future hold with respect to the burden of diabetes in Canada?
 - RESEARCH & INNOVATION** – How evolving therapies and technologies can help reduce diabetes-related complications.
 - AWARENESS** – Expanding understanding of the impacts of diabetes and on the best strategies for improving health outcomes.
 - HEALTH CARE SUPPORTS** – Creative new approaches to improving self-management and evolving services from various health-care professionals.

GET INVOLVED TODAY. CONTACT:
RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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

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 8	October 13	November 3	September 8