

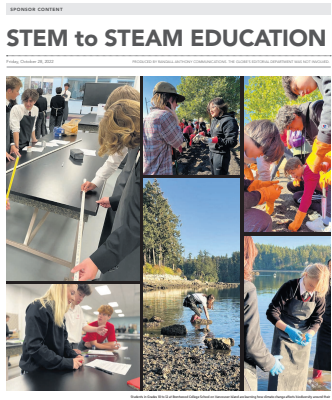


2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Stem cells & regenerative medicine

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

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Canada is a global leader in research into regenerative medicine – replacing, repairing or regenerating human cells, tissues, and organs. Stem cells are a key technology in this research field, with the potential to treat numerous diseases, injuries and life-altering illnesses. With the support of policy-makers and new investments, Canadian researchers and their partners are accelerating efforts to move the science into development of transformative therapies to generate both health and economic benefits.

Proposed topic highlights:

RESEARCH – The latest, most promising research advances in stem-cell treatments and other regenerative medicine solutions

INNOVATION – Prospects for commercialization and potential impacts on the Canadian life sciences industry

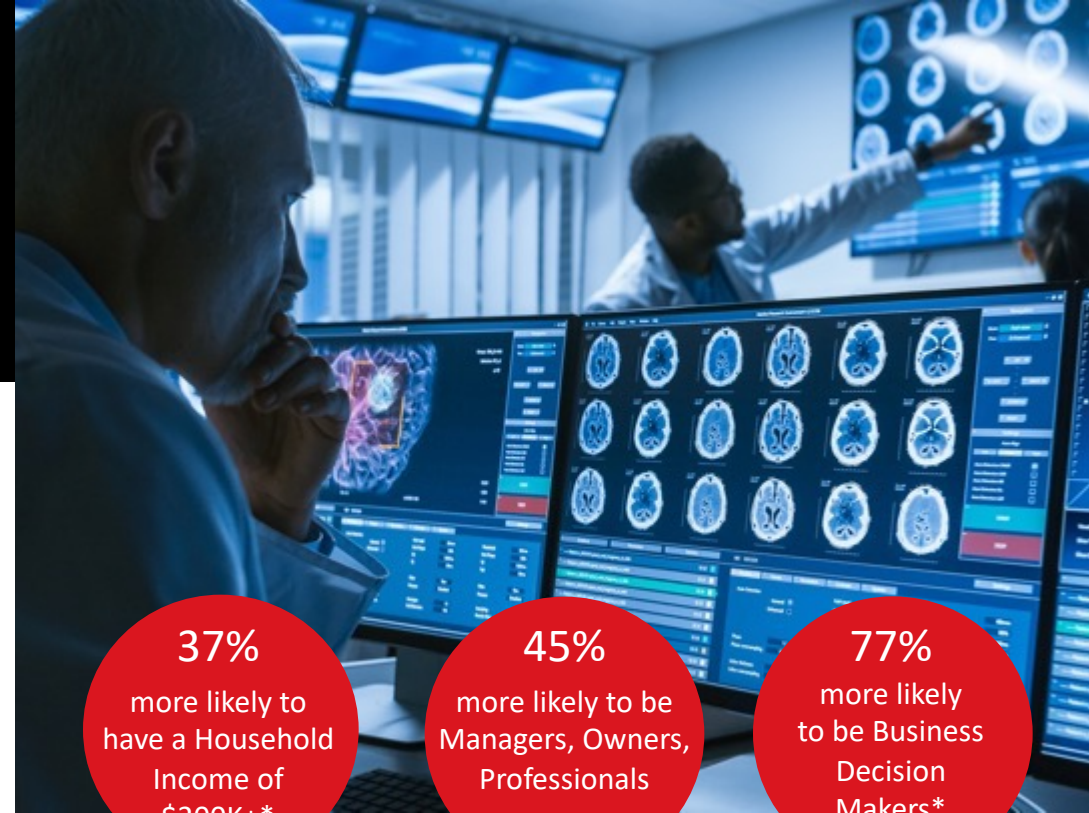
PARTNERSHIPS – National and international partnerships and collaborations fuelling progress

LEADERS – Profiles of researchers and other leaders breaking new ground

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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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
Monday, Dec.19	Monday, Feb. 6	Monday, Feb 13	Monday, Dec.19