

2023 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

## **World Diabetes Day**

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

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#### **DIABETES - TODAY AND TOMORROW**

Kely to be hospital and for kidney failure needing dialysis		diabetes. That's why they
		working to improve the q
20 times more Rely to be hospitalized with non-traumatic lower-	are living with diabetes or prediabetes	of life of people living with diabetes. They're sharing knowledge and creating connections for individua the health-care professio who care for them; advoc through public policy and
	I kely to be hospitalized with non-traumatic lower-	20 times more Net to be hospitalized with nocitized in the diabetes or prediabetes

Source: Debottes: Canada

Seize the momentum Diabetes community calls for implementation of the Diabetes Fi

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World Diabetes Day stands as an annual global beacon, illuminating the urgency of understanding, preventing, and managing diabetes. Observed on November 14th, this day unites individuals, communities, and organizations to raise awareness about the impact of diabetes and advocate for better care and education. Through a shared commitment, World Diabetes Day empowers a collective response to a pressing health concern, fostering hope, knowledge, and action on a worldwide scale.

### Proposed topic highlights:

**AWARENESS** — Spreading knowledge about diabetes types, risks, and symptoms.

**EQUAL ACCESS** — Ensuring fair access to diabetes care and supplies. **RESEARCH** — Highlighting latest breakthroughs for better treatments and life.

**HEALTHY LIFESTYLES** — Encouraging habits to avert diabetes, especially type 2. **MANAGEMENT** — Strategies for medication, monitoring, and care.

### **37%** More likely to have a Household Income of \$200K+\* (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 22	November 7	November 14	September 22

## GET INVOLVED TODAY. CONTACT:

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