



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Brain Health

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

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Good brain health allows individuals to realize their own abilities and optimize their cognitive, emotional, psychological and behavioural functioning to cope with life situations. Brain health conditions, on the other hand, are characterized by disruptions in normal brain growth and/or brain functioning. This special feature will explore the concept of brain health, which encompasses neural development, plasticity, functioning and recovery across the life course.

Proposed topic highlights:

RESEARCH – Understanding the determinants that influence the

SUPPORT – Resources for patients with brain health conditions, from intellectual developmental disorders, epilepsy and cerebral palsy to dementia, brain tumors and more.

way our brains develop, adapt and respond to stress and adversity.

ADVOCACY – Advancing knowledge and awareness about the impact of neurodevelopmental and neurological conditions.

STRATEGIES – Promotion of brain health and injury prevention.

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
April 4	May 16	May 23	April 4