



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Mental Illness 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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One in five people in Canada experience a mental health problem or illness in any given year – and the coronavirus pandemic has exacerbated the situation. Published during Mental Illness Awareness Week, this special feature will shine a spotlight on mental health challenges, the stigma that prevents people from seeking help, and the efforts to promote greater awareness and understanding across the country.

Proposed topic highlights:

- ADVOCACY** – Speaking out about mental health issues.
- SUPPORT** – Resources for information and community support. – Advocacy and support systems for Canada’s seniors.
- HEALTHY WORKPLACES** – Leadership in promoting acceptance and inclusion.
- RESEARCH & INNOVATION** – New findings and strategies offering hope.

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 3	April 27	May 4	April 3