



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# Summer Skin

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

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Our skin defines the way we look to others, provides our essential sense of touch and forms a protective barrier against external influences, such as irritants, germs and sun exposure. Strategically timed for National Sun Awareness Month, this special feature will highlight how good skin-care practices and sound lifestyle choices not only keep our skin healthier – they also boost overall wellbeing.

**Proposed topic highlights:**

- CARE OPTIONS** – Expert advice on caring for our skin.
- RAISING AWARENESS** – Promoting skin health and sun safety.
- RESEARCH & INNOVATION** – New findings, technology and products boosting skin health.
- TRENDS** – Evolving life-style choices of Canadians and their outcomes.

**GET INVOLVED TODAY. CONTACT:**

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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 10	May 15	May 22	April 10