



2023 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Vision health

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

Click on the report below to see a similar past feature



Vision is important to our everyday lives. This special feature will create awareness about the importance of vision health and explore the medical and technological advancements promising hope for people experiencing vision loss.

**Proposed topic highlights:**

- SUPPORT** – Over one million Canadians are blind or partially sighted, where can they find support?
- ADVOCACY** – Canadian organizations raising awareness.
- TECHNOLOGY & INNOVATION** – Products and tools improving vision outcomes for Canadians.
- RESEARCH** – Game-changing discoveries and vision health research.

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

Content produced by Randall Anthony Communications, a Globe-approved provider

**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
May 11	June 22	June 29	May 11
June 5	July 17	July 24	June 5