



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Medical innovation - Future of medicine

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

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Health care is ever-evolving. Leading medical researchers and innovators are harnessing new technologies and breakthroughs in preventive care to improve patient outcomes and make health care more efficient. This special feature will examine how the leading experts in their fields are bringing innovative techniques to healthcare for Canadians across the country.

PROPOSED TOPIC HIGHLIGHTS:

- RESEARCH & INNOVATION** — Research breakthroughs aiding to mitigate current and future healthcare threats
- EQUAL ACCESS** — Ensuring that all Canadians have access to medicine and healthcare they need in a timely manner
- TECHNOLOGY** — Advancing healthcare technology from research tools to virtual care
- COLLABORATION** — Partnering with key groups to find comprehensive and sustainable solutions



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+

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

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
May 16	June 13	June 20	May 16
September 25	November 6	November 13	September 25