



2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# World Cancer Day

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World Cancer Day is a global movement that brings together people, communities and governments to fight against cancer. On the occasion of World Cancer Day, this special report will reflect on ways to reduce the impact of this disease, how researchers and health professionals are building a better future for those affected, and how all Canadians can get involved and make a difference in the fight against cancer.

**Proposed topic highlights:**

- BREAKING BARRIERS** – Ensuring equitable access to cancer care for all Canadians
- ADVOCACY** – From raising awareness to funding research.
- RESEARCH & INNOVATION** – How treatment science is advancing through innovation and discovery.
- CANCER CARE** – The people and services who help cancer patients and their families.

**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
December 8	January 25	February 1	December 8