



2023 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Blood health

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

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Blood is the lifeline of the body, carrying oxygen and nutrients to cells while removing waste, playing a vital role in maintaining overall health and vitality. This special feature will raise awareness about the importance of blood health to overall well-being and the main challenges that affect Canadians' blood health.

### Proposed topic highlights:

**DONATING BLOOD** – Donors and organizations making a difference

**BLOOD TESTS** – Routing testing for valuable insights

**INTERVENTIONS** – From stem cell therapy and medication to other treatment options.

**RESEARCH AND INNOVATION** – New scientific findings that are driving medical progress and saving lives



**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
September 27	October 25	November 1	September 27

### GET INVOLVED TODAY. CONTACT:

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