



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# World Sleep Day

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World Sleep Day is an annual observance dedicated to raising awareness about the importance of quality sleep and its impact on our overall health and well-being. Celebrated on the Friday before the vernal equinox each year, this global event emphasizes the significance of healthy sleep patterns and the prevention of sleep disorders. It serves as a reminder for individuals to prioritize restful and rejuvenating sleep, recognizing that adequate sleep is essential for physical and mental health, productivity, and overall quality of life. This special feature will shine a spotlight on World Sleep Day, encouraging education and advocacy on sleep-related issues while promoting a better understanding of the vital role sleep plays in our daily lives.

**Proposed topic highlights:**

- HEALTH** — Addressing the connections between sleep, mental health, and physical health.
- SLEEP DISORDERS** — Discussing various sleep disorders and their impact on individuals.
- RESEARCH** — Showcasing the latest research findings and advancements in sleep science.
- LIFESTYLE** — Exploring the influence of lifestyle choices on sleep quality.
- EDUCATION & AWARENESS** — Promoting public awareness of the importance of sleep

**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
January 26, 2024	March 8, 2024	March 15, 2024	January 26, 2024