



2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Heart Health Month

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Heart Health Month in Canada is a dedicated period focused on increasing awareness about cardiovascular health. The collaborative efforts of health organizations and professionals promote early detection of heart issues and educate the public on adopting heart-healthy lifestyles, emphasizing regular exercise, a balanced diet, and stress management. Canadians are encouraged to quit smoking, maintain a healthy weight, and pay attention to warning signs. This collective endeavour empowers individuals with the knowledge to prioritize their cardiovascular well-being for longer, healthier lives.

- Proposed topic highlights:**
- CARDIO EDUCATION** — The importance of maintaining a healthy heart and how to do it.
  - LIFESTYLE** — Promoting choices like balanced diets, regular exercise, stress management and quitting smoking.
  - PREVENTION** — highlighting strategies to cut cardiovascular disease risks.
  - EARLY DETECTION** — encouraging awareness of warning signs for timely action.

**GET INVOLVED TODAY. CONTACT:**

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Print/Digital Weekly Readers – **6,063,000**  
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
January 10, 2024	February 14, 2024	February 21, 2024	January 10, 2024