



2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Winter Skin

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

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Winter skin care is essential for Canadians to prevent dryness, irritation, and maintain a healthy complexion in the cold weather. This special feature highlights the specific challenges to skin health during this season and offers guidance for Canadians to protect their skin, promoting confidence and comfort.

- Proposed topic highlights:**
- SEASONAL INFLUENCES** – Potential challenges to look out for, from cold temperatures and low humidity to indoor heating.
  - SKIN CARE** – Expert insights into tailored best practices for various skin types.
  - CHALLENGES** – Effective measures for preventing and managing flares for skin conditions like eczema.
  - RESEARCH & INNOVATION** – The latest expert insights and advanced tools boosting skin health.



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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+

**GET INVOLVED TODAY. CONTACT:**

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