



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

World Diabetes Day

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World Diabetes Day, observed globally on November 14th, is a crucial initiative that spotlights the impact of diabetes, affecting over 4 million Canadians, which represents 10% of the population. This day serves to raise awareness about diabetes, advocate for improved care and prevention, promote education and more.

Proposed topic highlights:

- TRENDS** — Exploring the evolving diabetes landscape and its impact on Canada.
- RESEARCH** — Unveiling advanced therapies and technologies to reduce diabetes-related complications.
- AWARENESS** — Broadening awareness of diabetes impacts and optimizing health strategies.
- HEALTHCARE SUPPORTS** — Showcasing innovative approaches for self-management and evolving healthcare services.

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
September 16	November 7	November 14	September 16