



2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

## World MS Day

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World MS Day, observed annually on the last Wednesday of May, is a global initiative to raise awareness about multiple sclerosis (MS). It brings together individuals, healthcare professionals, and advocacy groups to dispel myths, encourage early diagnosis, and highlight the importance of comprehensive care. This special feature highlighting World MS Day will aim to foster understanding and support for those affected by MS, emphasizing the need for a united effort in addressing the challenges posed by this chronic neurological condition.

**Proposed topic highlights:**

- Symptoms and Diagnosis** — Examining MS symptoms and the diagnostic process, including clinical evaluation and tests.
- Patient Stories** — Sharing experiences to provide insights into challenges faced by individuals with MS.
- Research and Innovation** — Offering updates on the latest in MS research, trials, and understanding the disease.
- Lifestyle and Wellness** — Exploring diet, exercise, and stress management in managing MS symptoms.
- Education and Outreach:** Highlighting programs for accurate information, supporting healthcare professionals, caregivers, and the public.

**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
Apr 11, 2024	May 23, 2024	May 30, 2024	Apr 11, 2024