

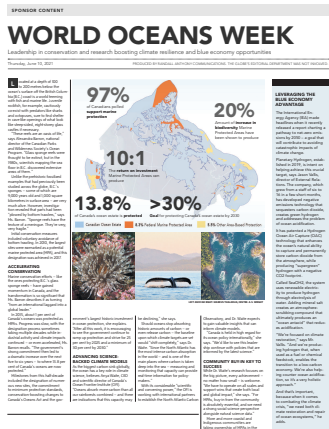


2023 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# The Powers of Human-Animal Connection

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The animal-human connection has proven to be a remarkable force, transcending cultural boundaries and positively impacting various aspects of human life. Engaging with animals through activities such as animal-assisted interventions and therapy have been scientifically found to reduce stress, anxiety, feelings of loneliness and aid in substance abuse recovery. The science backing these findings highlights the legitimacy and significance of this powerful connection, affirming its potential as a valuable resource in enhancing the human experience. This special feature will highlight how as we continue to explore and understand the intricate dynamics of the animal-human connection, we open doors to innovative interventions and approaches that promote holistic well-being for both humans and animals alike. Published to coincide World Animal Day Oct 4th and National Pet Day April 11.

**Proposed topic highlights:**

**IMPACT** — Success stories of human-animal therapy and interventions.

**POWER OF ANIMALS** — The multifaceted ways animals can assist, from substance abuse to mental health.

**RESEARCH** — Harnessing community-based research to create sustainable programs integrating animal-human interactions.

**APPROACH** — Embracing the role of animals in comprehensive well-being approaches, acknowledging the interconnectedness of human, animal, and environmental health.

**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
August 25	September 27	October 4	August 25
February 22	April 4	April 11	February 22