



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Diabetes - today and tomorrow

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

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Despite medical advances, one in three Canadians lives with diabetes or prediabetes. Alarming, the rates of prevalence continue to rise. Raising awareness and understanding about the risks and complications associated with diabetes is an important. This special feature will highlight the latest efforts by companies, researchers and other supportive bodies dedicated to improving the quality of life of Canadians with diabetes and putting an end to this disease.

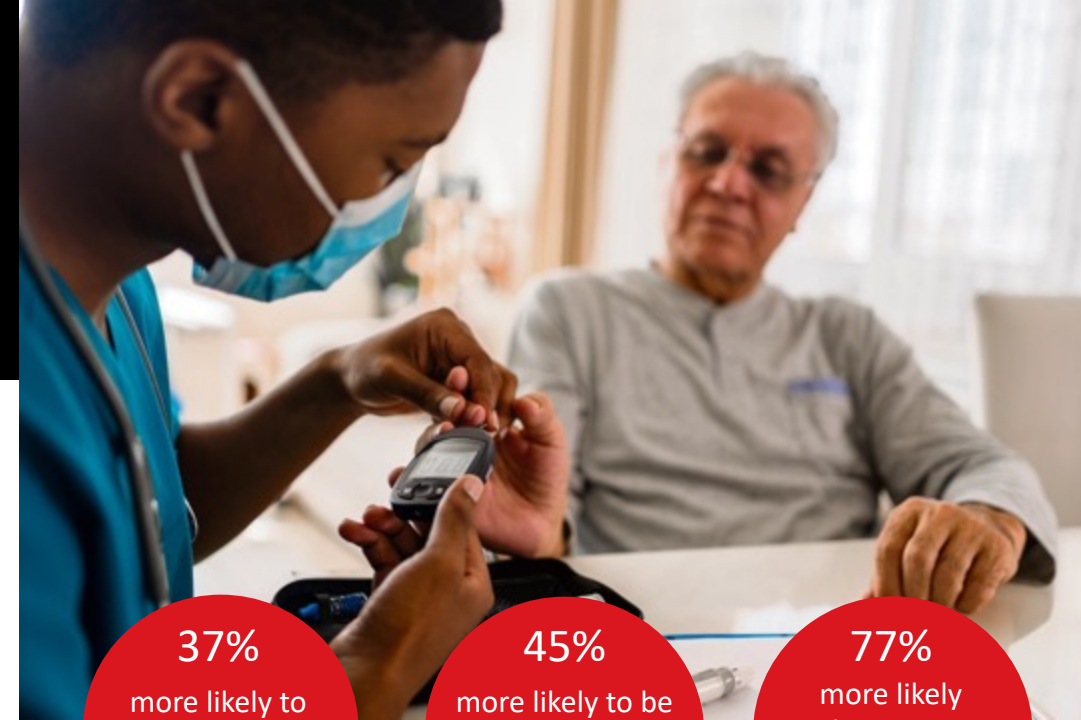
### PROPOSED HIGHLIGHTS

- GUIDANCE** – Why healthy living, nutrition, exercise, medication adherence and other areas makes a difference.
- RESEARCH & INNOVATION** – How new research findings, products and technologies offer hope.
- ADVOCACY** – Why awareness and helping Canadians manage diabetes is key to a final solution.

### GET INVOLVED TODAY. CONTACT:

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**37%**  
more likely to have a Household Income of \$200K+\*

**45%**  
more likely to be Managers, Owners, Professionals (MOPEs)\*

**77%**  
more likely to be Business Decision Makers\*

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
January 12, 2024	February 13, 2024	February 20, 2024	January 12, 2024
March 18, 2024	April 29, 2024	May 6, 2024	March 18, 2024