



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Rare Diseases

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Rare diseases present distinctive challenges and opportunities in healthcare. Despite potential delays in diagnosis and limited treatment options, the study of these conditions fuels innovation and collaboration. This not only advances our understanding of genetics but also fosters unity among patients, caregivers, and researchers. The ongoing journey to unravel the complexities of rare diseases holds the promise of improved diagnosis, treatment, and support for those affected.

- Proposed topic highlights:**
- CANADIAN PATIENTS** — Highlighting the plight of Canadians diagnosed with one of over 7,000 rare diseases.
 - RESEARCH & INNOVATION** — Spotlighting the latest breakthroughs that are promising hope.
 - DIAGNOSIS & TREATMENT** — Exploring advances in identifying and treating diseases.
 - QUALITY OF LIFE** — Improving the well-being of individuals living with rare conditions.

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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
February 5	February 20	February 27	February 5
March 19	April 30	May 7	March 19
July 2	September 3	September 10	July 2