



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# World Diabetes Day 2024

Advancing Awareness, Treatment, and Support for a Healthier Future

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World Diabetes Day is the largest global campaign dedicated to raising awareness about diabetes, a condition that affects nearly 1 in 10 Canadian adults aged 20 to 79. This special feature will explore the multifaceted challenges posed by diabetes and the collective efforts to combat the disease. From cutting-edge research and medical innovations to community-based support programs, this feature will shed light on how Canadian organizations are addressing the diabetes epidemic and improving care for those impacted. The feature will be part of a series in November, marking Diabetes Awareness Month and culminating with World Diabetes Day on November 14.

**Proposed topic highlights:**

- INNOVATION** — The latest advancements in medications and technology that are transforming diabetes management and enhancing quality of life.
- RESEARCH** — Groundbreaking diabetes research from Canadian institutions that is paving the way for improved treatments and better patient care.
- PREVENTION** — Key lifestyle changes, such as diet and exercise, that can significantly reduce the risk of developing Type 2 diabetes.
- EARLY DETECTION** — The importance of screening and early diagnosis in preventing complications and improving long-term health outcomes.
- SUPPORT** — Essential resources and support systems available to help diabetes patients and their families manage the condition effectively.

**GET INVOLVED TODAY. CONTACT:**

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Print/Digital Weekly Readers – **5,958,000**  
Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

Source: Vividata SCC Spring 2024, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
September 26	November 7	November 14	September 26