



2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

## Crohn's & Colitis Awareness Month

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

Click on the report below to see a similar past feature



November marks Crohn's & Colitis Awareness Month in Canada, a nation grappling with some of the highest rates of Crohn's disease and ulcerative colitis globally. This special feature aims to shed light on the significant challenges faced by Canadians living with Crohn's or colitis, while also spotlighting the tireless efforts of advocates, researchers, innovators, and supporters dedicated to effecting positive change.

**Proposed topic highlights:**

- AWARENESS** — Discussing the importance of raising awareness to reduce stigma, increase understanding, and promote empathy.
- EARLY DETECTION AND DIAGNOSIS** — Highlighting the significance of early detection and the importance of seeking medical attention for persistent gastrointestinal symptoms.
- SUPPORT** — Underscoring the importance of supporting patients, families and caregivers through expert resources and guidance.
- ACCESSIBILITY** — Addressing barriers to healthcare access, including considerations for marginalized communities and individuals with disabilities.
- RESEARCH** — Highlighting the importance of research funding and advocacy efforts to advance understanding, treatment options and finding a cure.

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

Content produced by Randall Anthony Communications, a Globe-approved provider



*The Globe and Mail is the #1 newspaper brand in Canada*

*Reaching more senior executives, business owners and professionals*

*Reaching more High-Net-Worth Investors with over \$500K in assets.*

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
September 16	October 28	November 4	September 16