



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Arthritis Awareness Month

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

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Six million Canadians live with arthritis, a group of over 100 diseases affecting people of all ages, races, and sexes. This chronic condition causes persistent pain and stiffness in the joints, significantly limiting daily activities and reducing quality of life. This special feature will highlight the challenges faced by Canadians with arthritis and explore the research and innovation aimed at improving their lives.

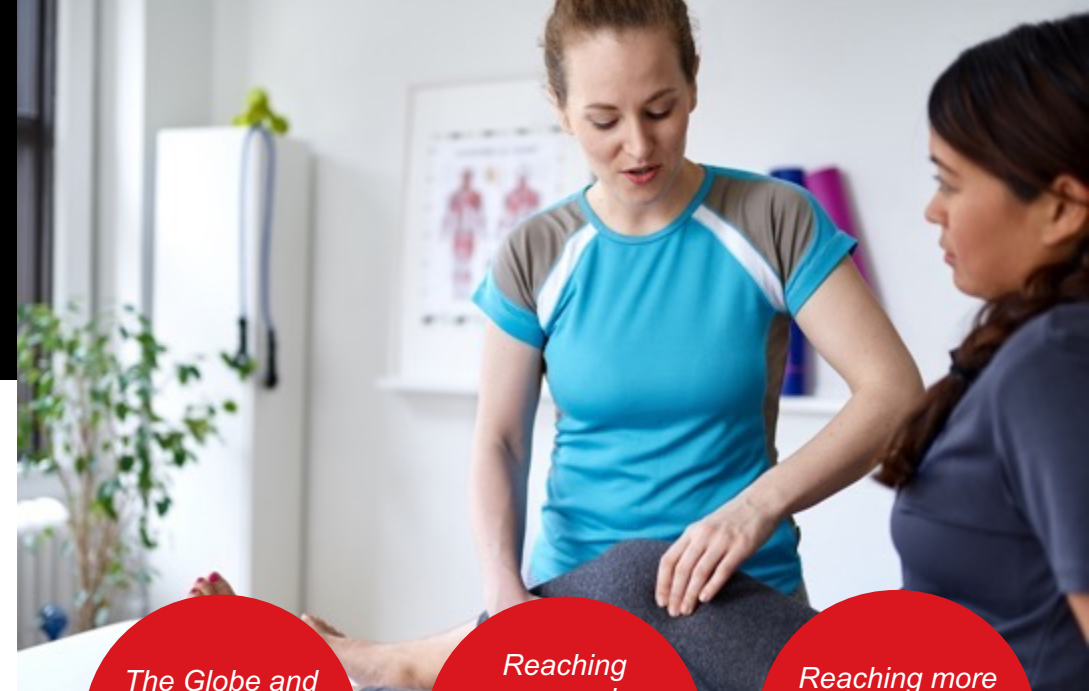
Proposed topic highlights:

- AWARENESS:** Advocacy and building understanding.
- RESEARCH:** Celebrating studies that advance our understanding of arthritis.
- INNOVATION:** Showcasing how entrepreneurs are developing new solutions.
- BREAKING BARRIERS:** Ensuring equal care for all Canadians.
- SUPPORT:** Providing resources and assistance for those living with arthritis.

GET INVOLVED TODAY. CONTACT:

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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
July 22	September 2	September 9	July 22