



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Alzheimer's Awareness Month

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In Canada, where an estimated 733,040 people live with dementia, Alzheimer's Awareness Month is observed every January to raise awareness about Alzheimer's disease and other dementias. It aims to educate the public on the importance of early diagnosis, support for caregivers, and advances in research. This special feature will spotlight this month-long campaign, emphasizing the need for increased awareness and resources to improve the lives of those affected by these conditions.

Proposed topic highlights:

- Early Diagnosis:** Highlighting the importance of identifying Alzheimer's in its early stages.
- Caregiver Support:** Providing resources and support for those caring for individuals with Alzheimer's.
- Research and Innovation:** Promoting advances in understanding and treating Alzheimer's disease.
- Public Awareness:** Raising awareness about Alzheimer's and reducing stigma associated with the disease.
- Funding and Resources:** Advocating for increased funding and better resource allocation for Alzheimer's care and research.

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
November 11	December 30	January 6	November 11