



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Oral Health Month 2025

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Celebrated in April, Oral Health Month highlights the critical role oral hygiene plays in overall health. This dedicated month encourages Canadians of all ages to adopt healthy oral habits while emphasizing the importance of prevention and early detection of dental issues, marking an important time to enhance the dental health and overall wellness of Canadians nationwide.

Proposed topic highlights:

- Awareness** — Promoting good dental hygiene practices.
- Overall Health connection** — Addressing how oral health impacts other health conditions.
- Access to care** — Spotlighting how organizations are breaking barriers to accessing dental care.
- Innovation** — Showcasing advances in dental technology and treatments as well as new dental care methods and tools.
- Prevention** — Highlighting preventive measures like brushing, flossing, and fluoride use.

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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 11	March 25	April 1	February 11