



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Oral Health Month 2025

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

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

66%
of print/digital readers say they really take care of their teeth and mouth hygiene. (Index 103)

56%
of print/digital readers only use good quality toiletry products (Index 111)

57%
of print/digital readers value the opinion of experts when making choosing products (Index 116)

Print/Digital Weekly Readers – 5,286,000
Print Weekly Readers – 2,417,000 | Digital Weekly Readers – 3,636,000

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

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
March 11	April 22	April 29