



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

World Alzheimer’s Month

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World Alzheimer’s Month, observed every September, aims to raise awareness about Alzheimer’s disease and other dementias across Canada. This month-long campaign focuses on educating the public, supporting those affected, and advocating for advances in research and treatment. By promoting understanding and reducing stigma, this special feature emphasizes the need for collaboration to combat these conditions nationwide.

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.
- Global Collaboration:** Encouraging international efforts and partnerships to address Alzheimer’s worldwide.

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