



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

World Obesity Day

Driving Change in Obesity Care and Prevention

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The obesity epidemic is a growing health challenge affecting millions across Canada and worldwide. This special feature, timed for World Obesity Day on March 4, will spotlight key advancements in obesity care, from innovative treatments to prevention strategies and support resources. By sharing expert insights and real-life stories, this feature will encourage greater awareness and understanding, empowering Canadians to take steps toward healthier lives.

Proposed topic highlights:

- The Science of Obesity:** Insights into obesity as a chronic condition, its causes, and long-term management needs.
- Innovative Treatments in Obesity Care:** Breakthrough medications and technologies offering sustainable weight management.
- Personalized Health Solutions:** The role of tailored care plans, combining medical and lifestyle support for lasting health.
- Mental Health and Obesity:** Exploring the link between mental health and obesity, with a focus on compassionate care.
- Community and Workplace Wellness:** Programs promoting healthy lifestyles through workplace and community initiatives.
- Real-Life Journeys:** Stories of individuals managing obesity through effective treatments and lifestyle changes.

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – **5,958,000**
Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

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

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
January 14	February 25	March 4	January 14