



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Cancer Awareness Month - October

Knowledge, Prevention, and Support for Canadians

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

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Cancer affects millions across Canada, impacting individuals, families, and communities. This October, Cancer Awareness Month highlights new advancements in treatments, practical prevention tips, and inspiring stories of resilience. This feature will help Canadians understand how to navigate prevention, care options, and support networks, fostering strength and hope.

Proposed topic highlights:

- Understanding Cancer Types:** Key signs and symptoms for early detection of common cancers.
- Advancements in Treatment:** Innovations like immunotherapy and targeted therapies.
- Prevention Tips:** Lifestyle choices, screenings, and measures to reduce risk.
- Stories of Resilience:** Canadians sharing experiences of hope and support.
- Support Networks:** Resources and counselling for patients and families.
- Future Research:** New trials and research focused on better outcomes.

GET INVOLVED TODAY. CONTACT:

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48%
More likely to be from high-income (\$200K+) households with children under 18.

44%
More likely to be highly educated (3.4M have a university degree or higher).

31%
More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,941,000**
Print Weekly Readers – **2,580,000** | Digital Weekly Readers – **4,607,000**

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

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
September 8	October 6	October 13	September 8