



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Blood cancer

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

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While blood cancer is the third leading cause of cancer-related death in Canada, survival rates for patients have improved significantly over the past decades. This special feature will explore the impact of blood cancers on the lives of Canadians as well as the advances in research, diagnosis and treatment options that promise better outcomes. Strategically timed for Blood Cancer Awareness Month

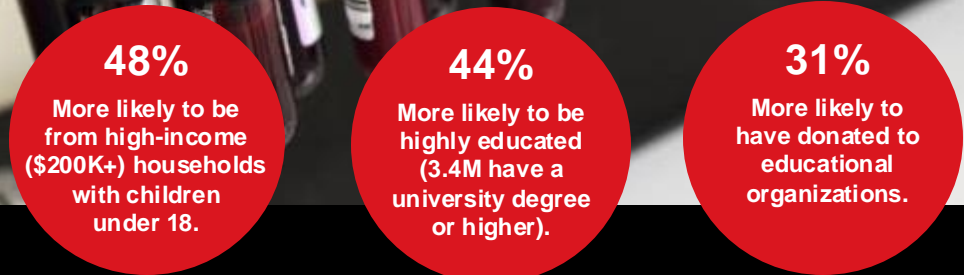
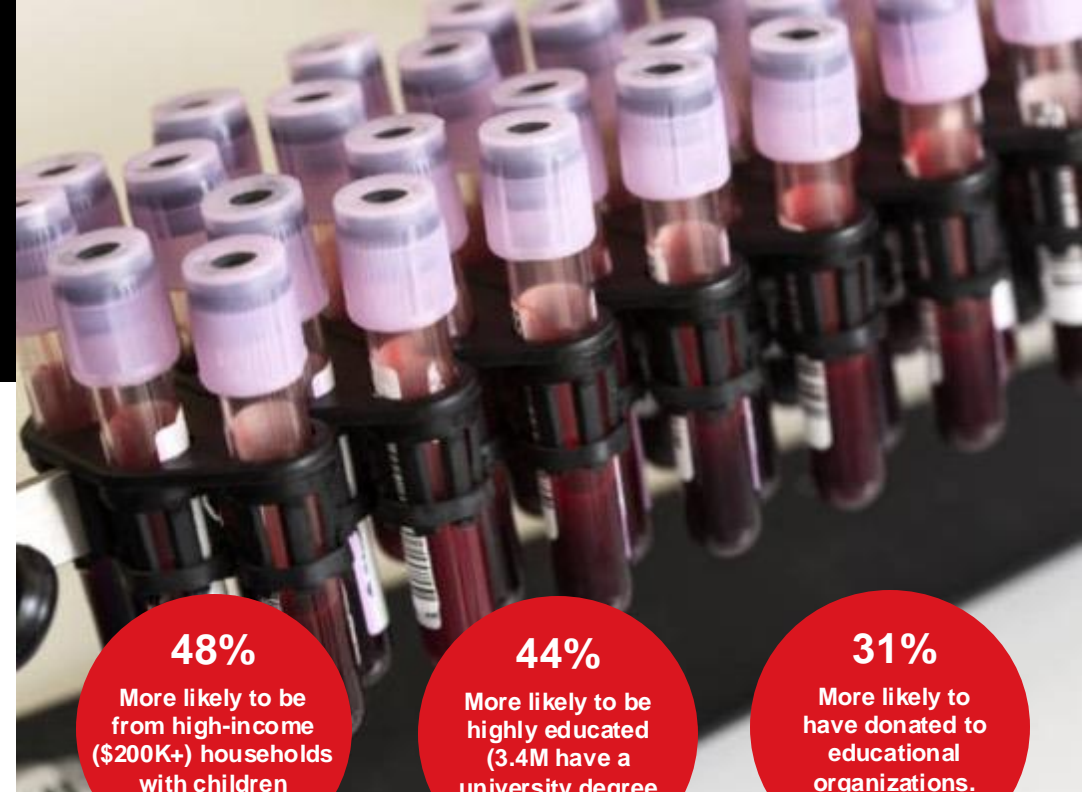
### Proposed topic highlights:

- DIAGNOSIS** – From early detection to timely intervention.
- INTERVENTIONS** – From stem cell therapy and medication to other treatment options.
- RESEARCH AND INNOVATION** – New scientific findings that are driving medical progress and saving lives.
- ADVOCACY AND SUPPORT** – Leadership in advancing awareness, equitable access to care and patient support.

### GET INVOLVED TODAY. CONTACT:

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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
March 10	April 28	May 5	March 10
July 14	August 28	September 8	July 14