



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Diabetes Awareness Month & World Diabetes Day Empowering Canadians for a Healthier Future

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More than 3.7 million Canadians live with diabetes, making it one of the most prevalent and impactful health challenges in the country. Observed each November, Diabetes Awareness Month sheds light on the importance of prevention, treatment, and management. This special feature timed for the beginning of Awareness Month and also World Diabetes Day will highlight innovative research, prevention strategies and showcase solutions that empower individuals to live healthier lives.

Proposed topic highlights:

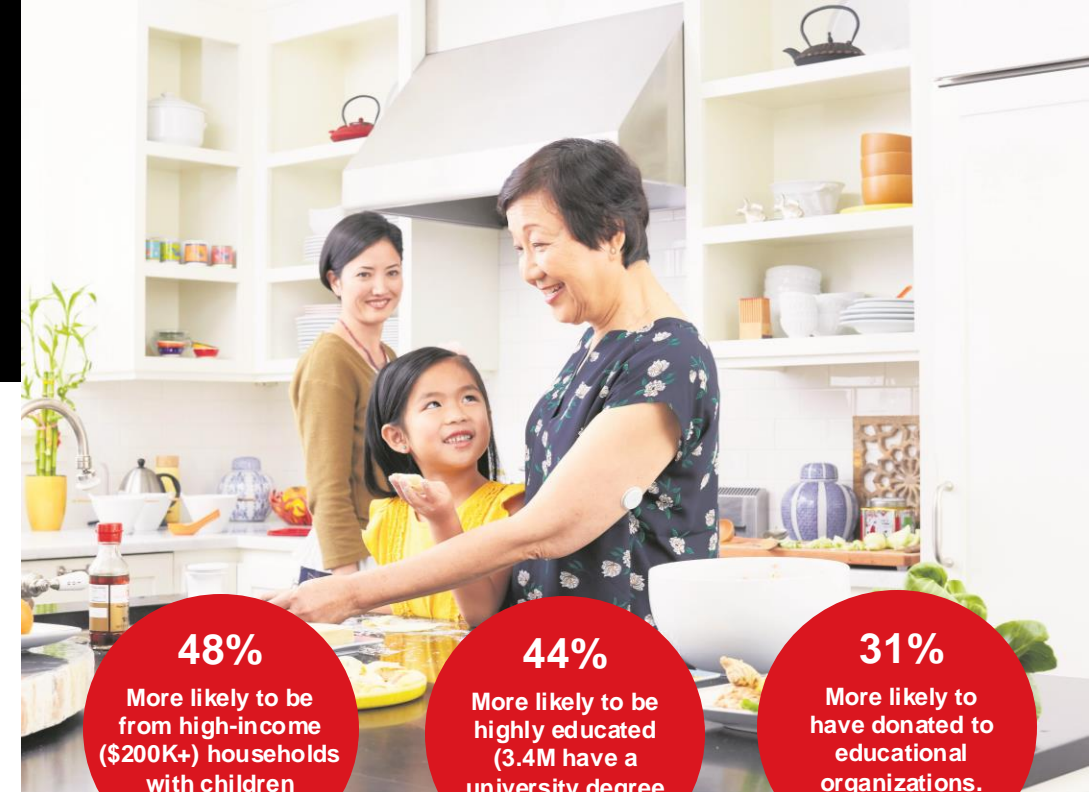
The Diabetes Landscape: Exploring trends, statistics, and the growing prevalence of diabetes in Canada.

Advancements in Treatment: Highlighting the latest medical technologies, therapies, and research breakthroughs.

Nutrition and Lifestyle Tips: Practical advice for managing blood sugar levels through diet, exercise, and daily habits.

Support Systems: Resources and programs available for Canadians living with diabetes or caring for someone with the condition.

Future of Diabetes Care: Innovations shaping the path forward, from personalized medicine to preventative strategies.



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 12th	October 24th	October 31st	September 12th
September 19th	November 7th	November 14th	September 19th

GET INVOLVED TODAY. CONTACT:

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