



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Eczema Awareness Month

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

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Eczema is a chronic inflammatory skin condition that affects nearly 20 percent of Canadians at some point in their lives. Strategically timed during the winter season and National Eczema Awareness Month in November, this special report will shine light on the affects of eczema, promote understanding, and share research that is inspiring hope.

Proposed topic highlights:

UNDERSTANDING – Causes and triggers, connections with other ailments and how to deal with flares.

IMPACT – Eczema’s affect on social interactions, work and self image.

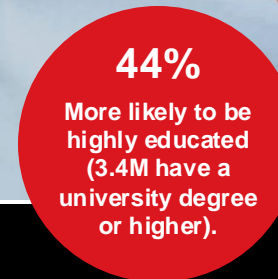
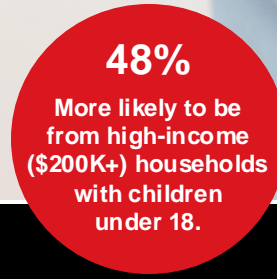
RESEARCH – Innovation that is improving outcomes for those living with eczema.

SUPPORT – How and where those affected can get help and learn to cope.

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
September 15	October 27	November 3	September 15