



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Smart Health and Home Solutions

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

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In an age where technology seamlessly integrates into every aspect of our lives, the role of connected technologies in Canadian homes, especially those focused on health and wellness, is becoming increasingly vital. This special feature will explore how cutting-edge technologies enhance everyday living and healthcare outcomes, highlighting their potential to transform both individual lifestyles and broader healthcare practices.

Proposed topic highlights:

- Preventive Measures:** Leveraging technology for early detection and prevention of health issues.
- Chronic Management:** Tools that assist in the daily management of chronic conditions, ensuring consistent monitoring and intervention.
- Mental Wellness:** Innovations that support mental health, including stress reduction and improved sleep.
- Efficiency in Healthcare:** How technology reduces hospital visits and healthcare costs by enabling effective management at home.
- Future Innovations:** A look into the advancements on the horizon that could redefine home health care

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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 – **5,286,000**
 Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**
 Source: Vividata SCC Fall, 2024, National, Adults 18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
April 23	June 4	June 11
September 8	October 15	October 22