



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Sun Awareness Month Shining a Light on Skin Health

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

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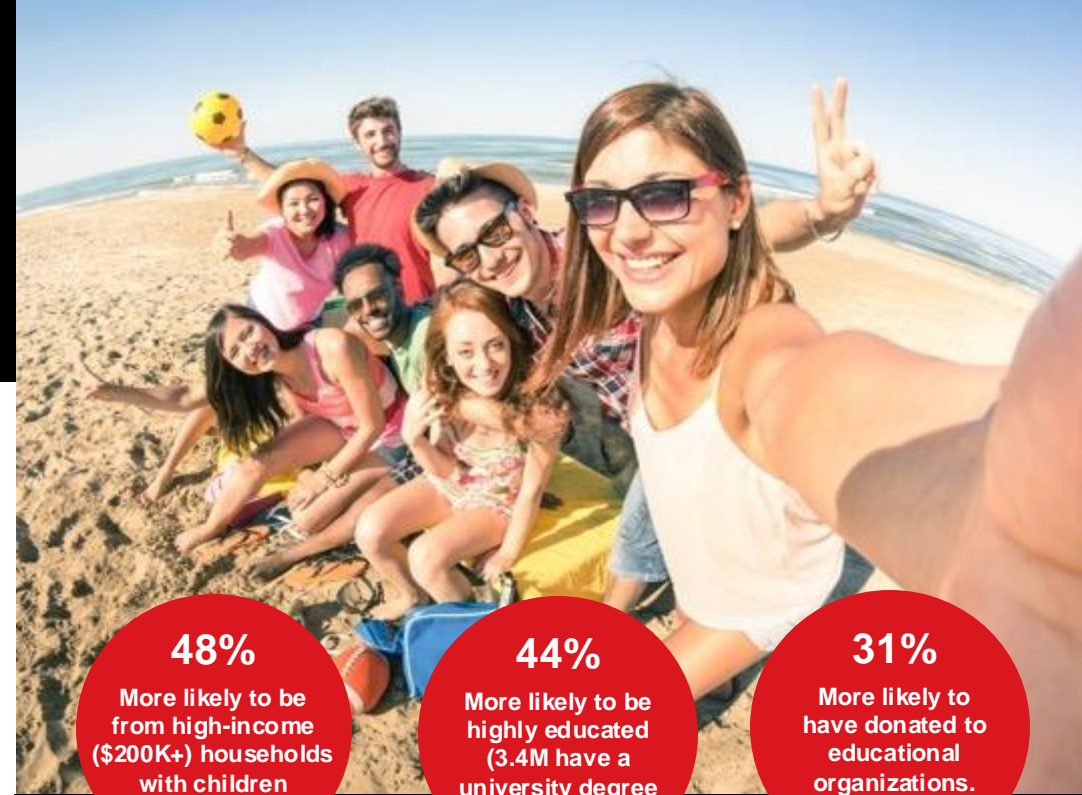
Skin cancer accounts for nearly one-third of all new cancer diagnoses in Canada, with rates steadily increasing. This special feature will highlight the latest innovation, research and strategies to stay ahead of rising rates, with a focus on sun safety and skin health.

- Proposed topic highlights:**
- Skin Cancer Prevention:** Insights into effective sun safety practices.
 - Innovative Treatments:** Advances in diagnosing and treating skin conditions.
 - The Role of Technology:** How apps and wearables are aiding sun protection.
 - Public Awareness Campaigns:** Success stories in promoting sun safety.
 - Everyday Protection:** Products and practices for minimizing UV exposure.

GET INVOLVED TODAY. CONTACT:

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Content produced by Randall Anthony Communications, a Globe-approved provider



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
March 31	May 5	May 12	March 31