



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Crohn's & Colitis 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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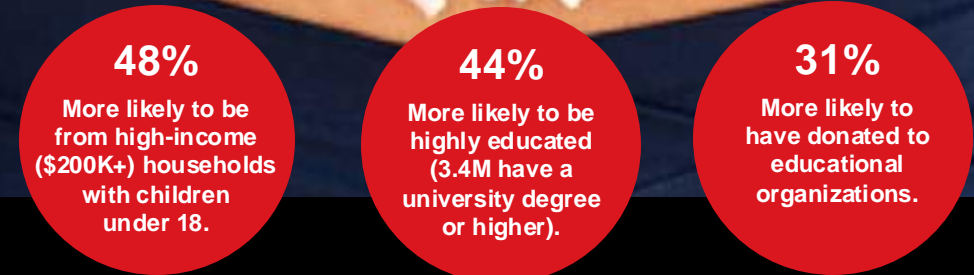
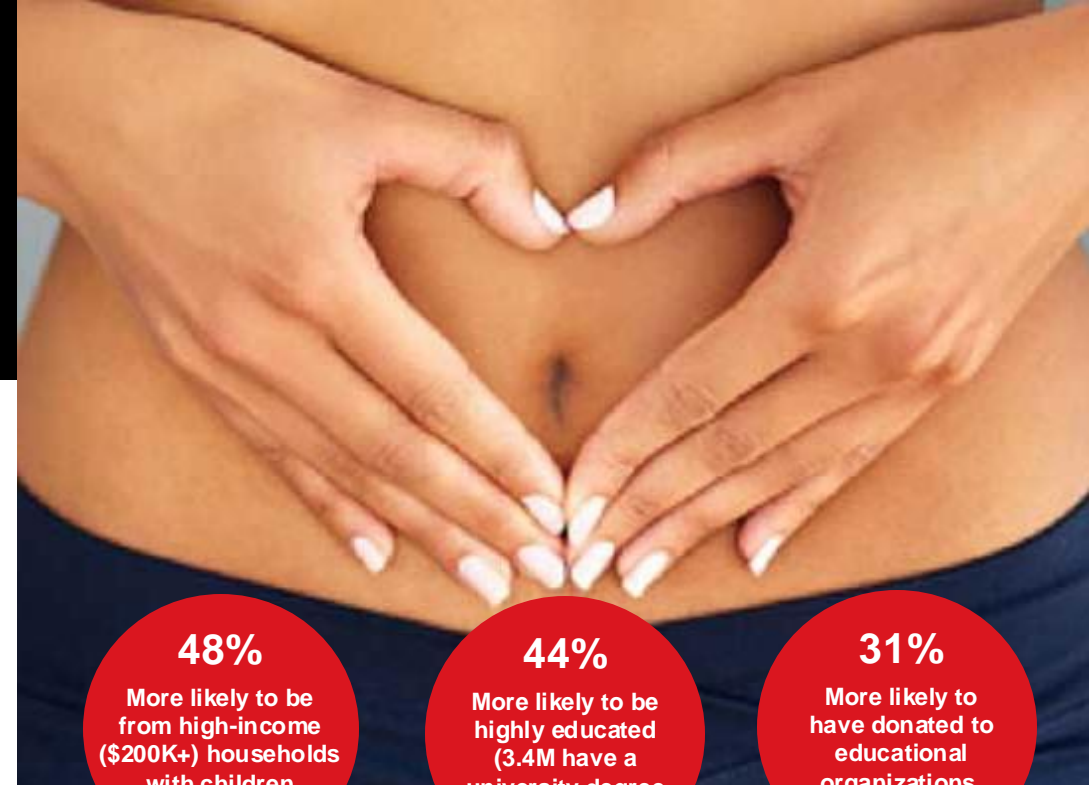
November marks Crohn's & Colitis Awareness Month in Canada, a nation grappling with some of the highest rates of Crohn's disease and ulcerative colitis globally. This special feature aims to shed light on the significant challenges faced by Canadians living with these conditions, while also spotlighting the tireless efforts of advocates, researchers, innovators, and supporters dedicated to effecting positive change

- Proposed topic highlights:**
- Awareness** Exploring the importance of raising awareness to reduce stigma, increase understanding, and promote empathy.
 - Early Detection and Diagnosis** Highlighting the significance of early detection and the importance of seeking medical attention for persistent gastrointestinal symptoms.
 - Support** Underscoring the importance of supporting patients, families, and caregivers through expert resources and guidance.
 - Accessibility** Addressing barriers to healthcare access, including considerations for marginalized communities and individuals with disabilities.
 - Research** Highlighting the importance of research funding and advocacy efforts to advance understanding, treatment options, and finding a cure.
 - Partnerships:** Collaborations that are advancing healthcare innovation, opening avenues for new treatment modalities and enhanced patient care.

GET INVOLVED TODAY. CONTACT:

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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
March 10	April 14	April 21
September 15	October 27	November 3