



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Multiple Sclerosis Awareness Month 2025

Strategically timed ahead of World MS Day

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

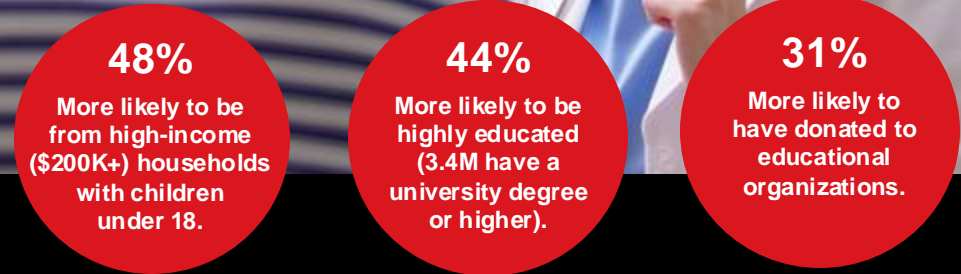
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Nearly 12 Canadians are diagnosed with multiple sclerosis (MS) every day, making it one of the most common neurological diseases in the country. As research advances and new treatments emerge, there is growing hope for improved care and, ultimately, a cure. This special feature will raise awareness about MS, highlight the latest medical advancements, and share the stories of those living with the condition to foster greater understanding and support.

Proposed topic highlights:

- **Innovations in MS Research:** Exploring cutting-edge treatments and breakthroughs transforming care.
- **Living with MS:** Personal stories that highlight resilience, advocacy, and daily realities.
- **Support Systems:** Resources and community programs helping patients and families navigate life with MS.
- **Workplace Inclusion:** How employers can create accessible, supportive environments for individuals living with MS.
- **The Path Forward:** The future of MS care, from emerging therapies to the search for a cure.



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+

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

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
April 17	May 22	May 29