



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Vision Health & Awareness

Prioritizing Eye Care for a Brighter Future
Strategically timed for Vision Health Month and Vision Awareness Month

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

Click on the report below to see a similar past feature



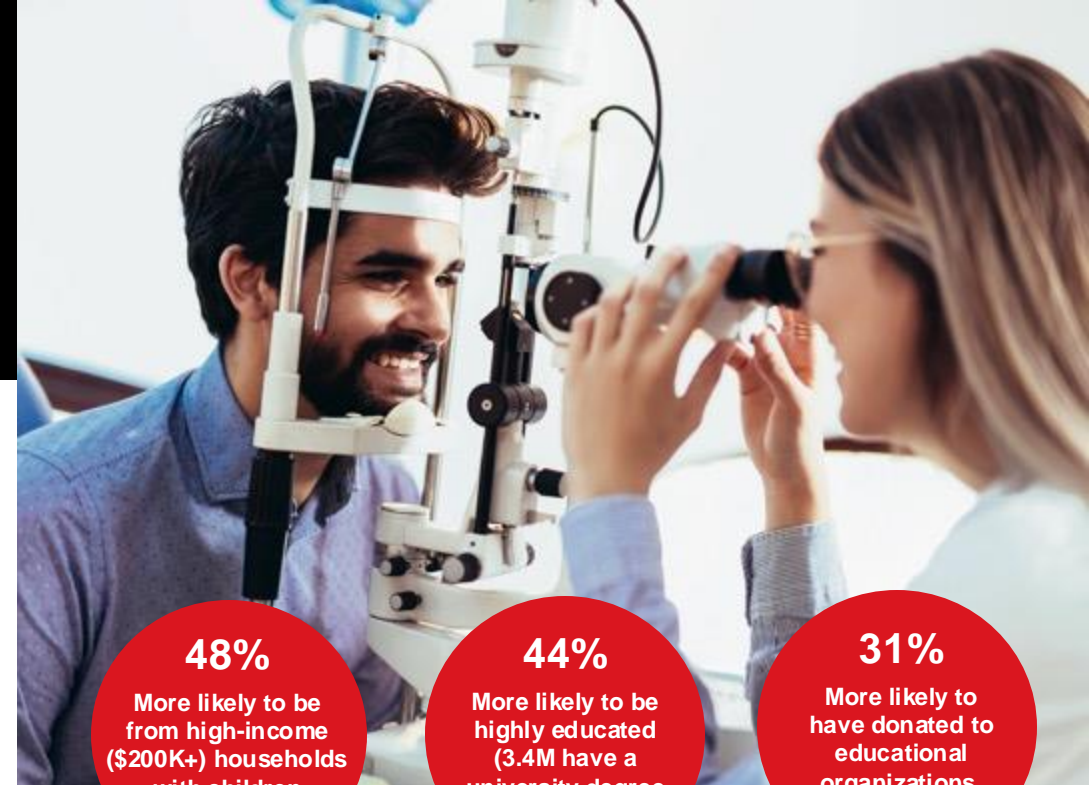
Good vision is essential to overall well-being, yet eye health is often overlooked. Vision Health Month this May and Vision Awareness Month in October are opportunities to raise awareness about the importance of regular eye exams, early detection of eye conditions, and access to quality care for all. This special feature will highlight key trends, advancements, and expert insights shaping the future of vision health in Canada.

Proposed topic highlights:

- The Power of Prevention** – Why routine eye exams are essential for long-term health
- Advancing Eye Care** – Innovations in technology and treatment improving patient outcomes
- Expert Perspectives** – Insights from industry leaders on the evolving landscape of vision health
- Equity in Eye Care** – Addressing accessibility gaps and ensuring quality care for all communities
- Protecting Vision at Every Age** – Strategies for maintaining eye health from childhood to later years
- Workplace Wellness** – The growing role of eye health in employee well-being and productivity

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com



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
March 25	April 29	May 6
August 6	September 24	Oct 1