



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Blood Health 2025

Supporting Canada's Lifeline

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

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Blood health
The quest continues to find new treatments for blood cancers and other blood diseases

EMPLOYEES AND CUSTOMERS RALLY AROUND THE CAUSE

THE UNIVERSITY OF CALGARY
The University of Calgary is a leader in blood cancer research. The university's researchers are working to develop new treatments for blood cancer. The university's researchers are working to develop new treatments for blood cancer. The university's researchers are working to develop new treatments for blood cancer.

BEER STORE
Donate your empties to support the research of blood cancers and make a difference in the lives of patients. Visit bottledrive.ca

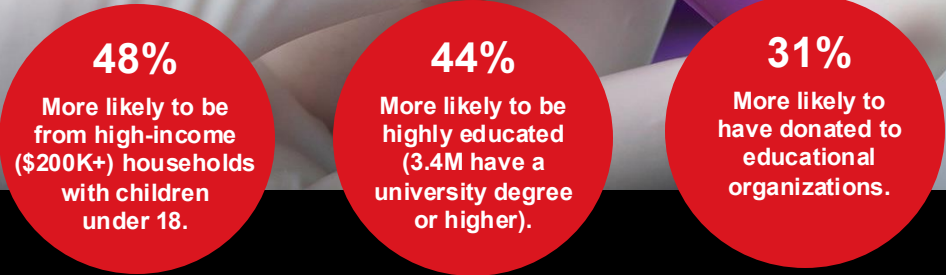
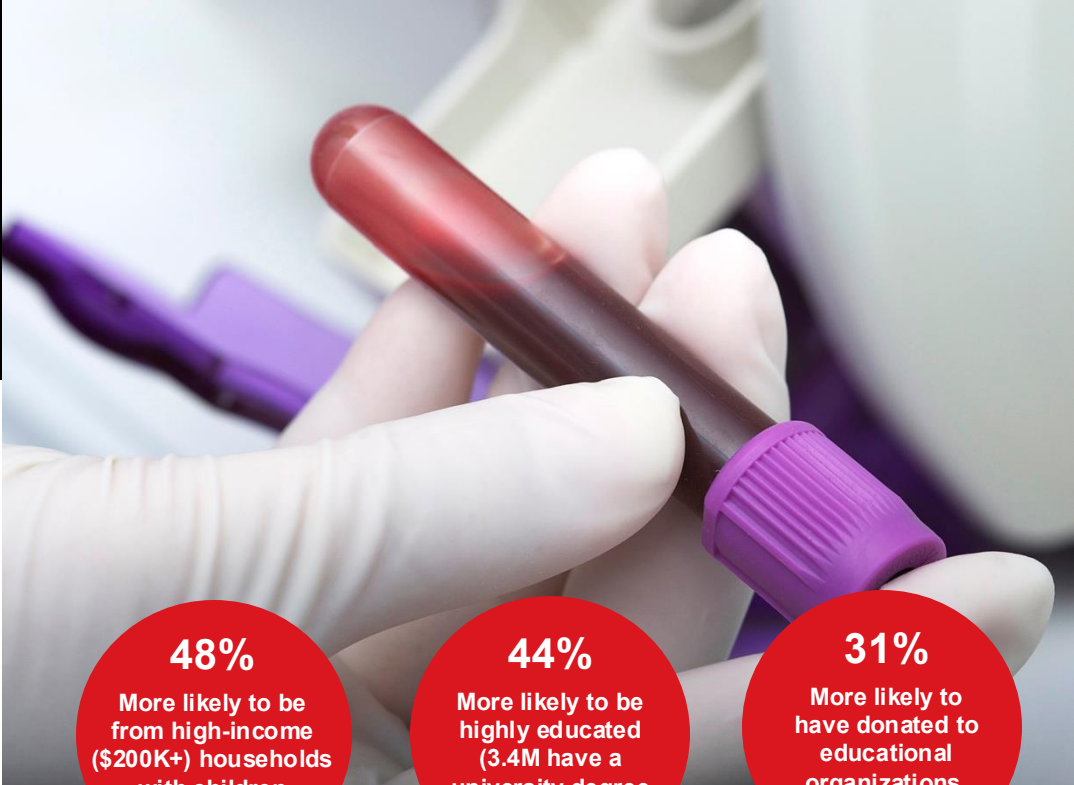
Photo: The Blood Health Campaign. Photo: The Blood Health Campaign. Photo: The Blood Health Campaign.

Blood and plasma donations are a vital part of Canada's healthcare system—supporting surgeries, cancer treatments, trauma response, and patients with chronic conditions. As demand increases, there's a renewed focus on encouraging more Canadians to become lifelong donors. This special feature will raise awareness about the ongoing need for donors, highlight innovations in collection and processing, and celebrate the individuals and organizations that support our national blood supply.

- Proposed topic highlights:**
- The Ongoing Need:** Why blood and plasma donations remain critical to Canada's healthcare system.
 - First-Time Donors:** Initiatives encouraging more Canadians—especially younger generations—to give blood for the first time.
 - Plasma for Progress:** How plasma donations are helping treat immune disorders and rare diseases.
 - Community Impact:** Stories of donor heroes, recipient families, and local outreach programs.
 - Modern Donation Technology:** Innovations improving donor safety, comfort, and efficiency.
 - Year-Round Engagement:** How campaigns and partnerships are helping maintain consistent donation levels across all seasons.

GET INVOLVED TODAY. CONTACT:
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Content produced by Randall Anthony Communications, a Globe-approved provider



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
May 26	July 7	July 14
June 30	August 11	August 18
July 28	September 8	September 15