

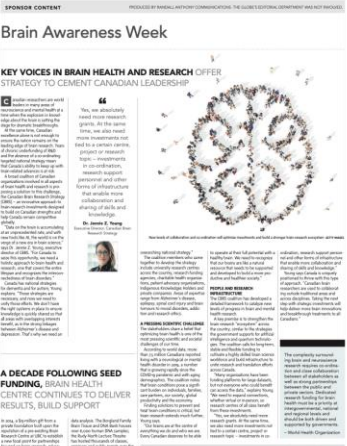


2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Leukemia & Lymphoma 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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Blood cancers like leukemia and lymphoma affect thousands of Canadians each year, touching lives across all ages and communities. Advances in research, earlier diagnoses, and improved treatment options have transformed patient outcomes — but there is still work to be done. Timed for Leukemia & Lymphoma Awareness Month in September, this feature will highlight innovations in care, patient support systems, and the organizations driving progress.

- Proposed topic highlights:**
- Advances in Research:** The latest breakthroughs in blood cancer research and precision therapies.
 - Improving Survival Rates:** How early detection and personalized care are improving outcomes.
 - Living with Blood Cancer:** Patient perspectives and survivorship journeys.
 - Support Networks:** Resources that help patients and families navigate treatment and recovery.
 - Equity in Access:** Addressing gaps in care and support for underserved populations.
 - The Path Ahead:** Emerging treatments, clinical trials, and long-term goals for finding cures.

GET INVOLVED TODAY. CONTACT:
RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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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
July 7	August 29	September 8