



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Kidney Health Month 2026

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

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In March, Kidney Health Month brings attention to a silent yet widespread health issue that affects millions across the nation. With World Kidney Day taking place on March 12, 2026, this special feature will explore the urgent need for awareness, prevention, and improved treatment of kidney disease, from the importance of early detection to advances in transplantation and patient support.

- Proposed topic highlights:**
- The Hidden Burden of Kidney Disease** - Examining prevalence, risk factors, and why kidney health often goes unnoticed until it's too late.
 - Early Detection Saves Lives** - Highlighting the role of screenings, regular checkups, and public education in catching kidney disease sooner.
 - Innovation in Treatment** - Exploring advances in dialysis, medication, and kidney transplantation that are improving patient outcomes.
 - The Role of Nutrition and Lifestyle** - How diet, exercise, and preventive care can reduce risk and support long-term kidney health.
 - Supporting Patients and Families** - Showcasing the organizations and programs that provide education, resources, and advocacy for those affected.
 - Global Collaboration** - Connecting Canada's efforts with international initiatives to improve kidney health awareness and care worldwide.

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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
January 12	February 23	March 2