



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Cystic Fibrosis Awareness Month - May 2026

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

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Cystic Fibrosis (CF) is a life-threatening genetic disorder that affects thousands of Canadians, causing serious respiratory and digestive issues. Timed for Cystic Fibrosis Awareness Month in May, this special feature will spotlight the latest breakthroughs in research, innovative treatments, and advancements in patient care, offering hope for a brighter future.

Proposed topic highlights:

- Innovative Treatments:** New CF therapies targeting the disease's causes, improving outcomes.
- Patient Stories:** Inspiring stories from individuals with CF, highlighting support and advanced care.
- Genetic Research:** The role of genetics in advancing CF treatment and personalized medicine.
- Improving Quality of Life:** Advances in healthcare helping CF patients live longer, healthier lives.
- The Role of Advocacy:** Advocacy driving policy changes and funding for CF research and treatment.
- Looking to the Future:** Ongoing research and clinical trials aimed at finding a CF cure.

GET INVOLVED TODAY. CONTACT:

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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
March 23	May 4	May 11