



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

DIABETES: TODAY & TOMORROW

Advancing prevention, treatment, and long-term health outcomes in Canada

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Diabetes remains one of Canada's most significant and growing health challenges, affecting millions of individuals and placing increasing pressure on healthcare systems. With innovation transforming prevention, care, and management, this special feature will highlight how insurers, pharmaceutical companies, healthcare organizations, and community initiatives are working together to improve outcomes, enhance quality of life, and reduce the burden of the disease.

- Proposed Topic Highlights**
- PREVENTION & EARLY DETECTION** – The role of screening, education, and lifestyle interventions in identifying and reducing diabetes risk.
 - TREATMENT & INNOVATION** – How new therapies, technologies, and devices are transforming diabetes care and enabling better patient outcomes.
 - LIVING WELL WITH DIABETES** – Exploring how patients, families, and caregivers are supported through programs, digital tools, and community resources.
 - ACCESS & EQUITY** – Addressing barriers to care, medication coverage, and support across diverse populations and regions in Canada.
 - THE FUTURE OF CARE** – Examining how personalized medicine, data insights, and collaboration between insurers and pharma leaders are shaping the next era of diabetes management.

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
December 12	January 22	January 29
January 8	February 19	February 26