



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Type-1 Diabetes

Innovation, empowerment, and the evolving role of care in managing chronic disease

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Diabetes Awareness Month

Friday, November 1, 2024

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Now is the time to challenge diabetes stigma

Diabetes is a chronic condition that affects millions of Canadians. It's a disease that can be managed, but it's often misunderstood. This month, we're shining a light on the challenges people with diabetes face and the ways we can support them.

Let's Make Time

SOME DIABETES FACTS

Every 3 minutes one person in Canada is diagnosed with diabetes.

Life expectancy may be shortened by 5 to 15 years.

In 2024, 4 million people in Canada have been diagnosed with diabetes – that's 10% of Canada's population.

6 million people in Canada are at high risk of developing diabetes.

People living with diabetes are two to three times more likely to live with depression.

Canadians living with diabetes may need to pay between \$10,000 and \$18,000 per year out of their own pocket for diabetes medications, devices and supplies.

Diabetes costs the Canadian health-care system \$50-million a day.

When we change the conversation, we change lives. It's time for all of us to take part in that change.

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As advances in medical science continue to reshape chronic disease management, new approaches to **Type 1 diabetes** are offering hope for patients and caregivers alike. From groundbreaking therapies targeting the root causes of disease to technologies transforming daily care, this feature will explore how research, innovation, and empathy intersect to improve quality of life and long-term outcomes for Canadians living with diabetes.

Proposed topic highlights:

ROOT-CAUSE RESEARCH — Exploring the scientific breakthroughs that move beyond symptom management to address the underlying causes of chronic illness.

CARE INNOVATION — How emerging treatments, personalized medicine, and digital tools are redefining what it means to live—and care—for someone with Type 1 diabetes.

THE CAREGIVER EXPERIENCE — Highlighting the emotional, physical, and logistical challenges faced by caregivers, and the resources, education, and community supports that empower them.

EQUITY & ACCESS — Ensuring every patient—regardless of geography or income—benefits from innovation in diabetes care and life-changing treatments.

FUTURE FRONTIERS — Showcasing biotech leaders driving transformative therapies across diseases such as cystic fibrosis, diabetes, and sickle cell, and the ripple effect of their research on global health.

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
February 9	March 23	March 30
May 11	June 22	June 29
July 27	September 21	September 28