

## Breast Cancer Awareness Month

**INTEGRATED CONTENT FEATURES:** Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. The PDF overviews are intended to be a thematic starting point. Topics highlighted will be revisited and updated during the production stage to align with the current situation

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**BLOOD CANCER AWARENESS MONTH**

Monday, September 5, 2023

The path of progress for multiple myeloma

A 20-year journey of significant advances



October is Breast Cancer Awareness Month, highlighting continued progress in prevention, screening, treatment, and survivorship. As breast cancer remains one of the most commonly diagnosed cancers in Canada, healthcare organizations, researchers, and employers are advancing earlier detection and more personalized models of care. This special feature will examine the strategies, innovations, and partnerships improving outcomes for patients and families.

### Proposed Topic Highlights

- Screening Advances:** Innovations improving early detection and diagnostic accuracy.
- Treatment Innovation:** Targeted therapies and evolving standards of care.
- Survivorship:** Long-term care, recovery, and quality-of-life support.
- Research Leadership:** Clinical trials and breakthrough discoveries.
- Access & Equity:** Closing gaps in screening and treatment.

### GET INVOLVED TODAY. CONTACT:

**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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*Reaching more High-Net-Worth Investors with over \$500K in assets.*

**Print/Digital Weekly Readers – 6,484,000**

**Print Weekly Readers – 2,912,000 | Digital Weekly Readers – 4,800,999**

Source: Vividata SCC Fall 2025, National, A18+

**Sponsor Content and Brand Ad Booking Deadline**

**Material Deadline**

**Publishing Date**

August 3

September 28

October 5