



2026 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

Childhood 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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Every September, Childhood Cancer Awareness Month shines a light on the thousands of children and families affected by cancer across Canada. While survival rates have improved thanks to advances in research and care, cancer remains the leading cause of disease-related death among Canadian children. This special feature will highlight the urgent need for continued research, share stories of resilience, and showcase the organizations and initiatives working to improve outcomes and support families through every stage of the cancer journey.

- Proposed topic highlights:**
- Research and Breakthroughs:** The latest advances in pediatric cancer treatments and clinical trials.
  - Supporting Families:** Resources, programs, and organizations helping families navigate diagnosis and care.
  - Survivorship and Beyond:** Exploring life after treatment and the long-term impacts on children and families.
  - Equity in Care:** Addressing disparities and improving access to treatment across communities.
  - Stories of Strength:** Sharing inspiring journeys from young patients and their families.
  - Driving Awareness and Support:** How communities and advocates are raising funds and awareness for pediatric cancer research.

**GET INVOLVED TODAY. CONTACT:**  
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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
July 20	September 7	September 14