



# 2026 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# World Obesity Day

**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

Obesity affects one in three Canadian adults, with severe obesity rising at the fastest rate. Beyond being a personal health challenge, obesity is increasingly recognized as a chronic disease with systemic drivers — from inequities and urban design to marketing and access to care. This special feature will explore the latest science, treatments, and policy innovations shaping how Canada confronts this growing crisis.

## Proposed Topic Highlights

**Obesity as a Chronic Disease:** Recognizing obesity as a chronic condition that requires ongoing care and support.

**Rising Rates and Rising Costs:** Rates are climbing faster since COVID, costing Canada billions in healthcare and lost productivity.

**Innovation in Treatment:** New medications and digital tools are transforming obesity care.

**Addressing Disparities:** Rural and lower-income communities face higher rates and limited access to treatment.

**Sustainability and Systems Change:** Healthier food systems and active community design are key to prevention.

**Hope Through Research and Advocacy:** Canadian research and advocacy are driving progress and reducing stigma.

GET INVOLVED TODAY. CONTACT:

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

Content produced by Randall Anthony Communications, a Globe-approved provider



*The Globe and  
Mail is the #1  
newspaper brand  
in Canada*

*Reaching  
more senior  
executives, business  
owners and  
professionals*

*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