



2026 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

## Men's health in focus

**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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Men's health outcomes are influenced not only by physical conditions, but also by social factors, mental well-being, and how men engage with healthcare systems. In Canada, persistent gaps in prevention, early detection, and access to care continue to affect quality of life and long-term outcomes for men and boys. This special feature will examine the challenges and opportunities shaping men's health today, with a focus on prevention, mental health, education, and approaches that encourage earlier and more effective engagement with care. Strategically timed for Men's Health Month in June.

### Proposed topic highlights

**Prevention and early intervention:** The importance of screening, education, and proactive healthcare in improving long-term health outcomes for men.

**Mental health and connection:** Addressing mental health, isolation, and stigma, and the role of community-based and workplace supports.

**Health-seeking behaviours:** Understanding why men delay care, and how programs, communication, and outreach can improve engagement.

### Chronic disease and men's health risks

How conditions such as heart disease, cancer, and metabolic illness disproportionately affect men, and strategies to reduce risk.

**Access to care and support services:** Improving access to primary care, mental health services, and culturally appropriate supports across Canada.

**Health across the lifespan:** How men's health needs evolve from adolescence through adulthood and aging, and the importance of tailored approaches at each stage.

### GET INVOLVED TODAY. CONTACT:

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Source: Vividata SCC Fall 2025, National, A18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
April 20	June 1	June 8
September 14	October 26	November 2