



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.

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.

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Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
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