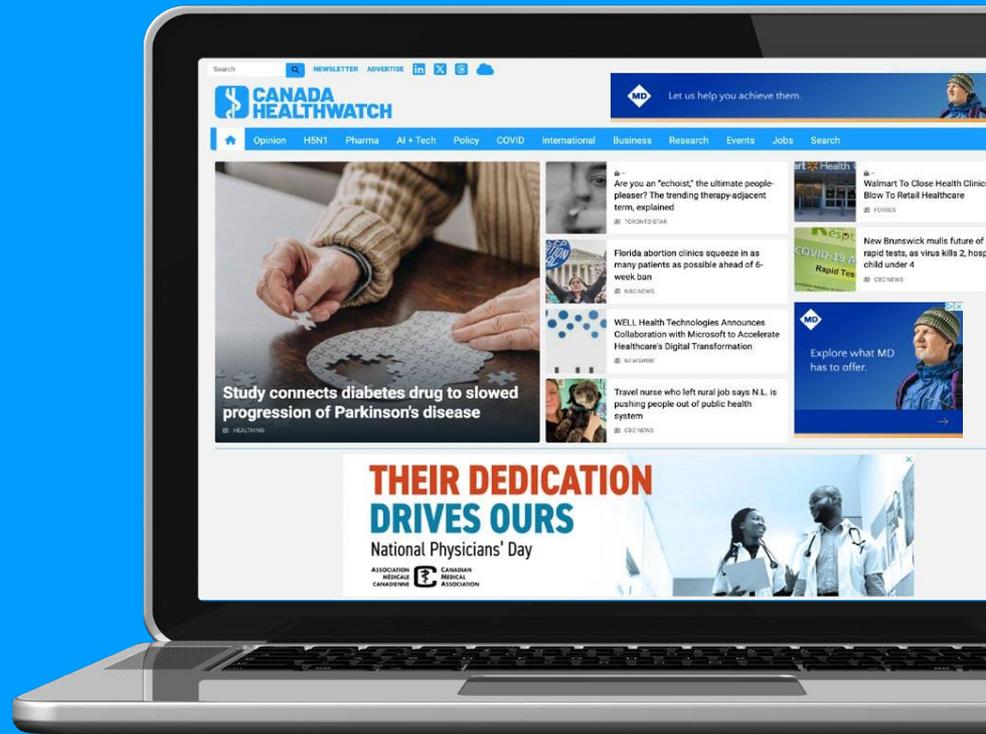




Sponsorship & Partnership Opportunities 2026

CANADAEALTHWATCH.CA



Health Policy Readership • Decision Making Audience

CANADA HEALTHWATCH CONNECTS POLICY, SCIENCE AND THE PUBLIC CONVERSATION

Canada Healthwatch aggregates news and original opinion content from around the world.

We select stories based on relevance for Canadians and decision-makers.

Combining rapid signal detection with disciplined analysis.

Canada Healthwatch is where the pulse of healthcare is actively monitored and discussed.

Our audience is organically grown, high-trust, senior, and policy-literate.

GET TO KNOW OUR READERS

Weekly Baseline Traffic: 3,000-10,000 readers

Annual Reach: 250,000–300,000 unique readers

Newsletter Subscribers: 4,100

Newsletter Open Rate: 60%

Social Following: 50,000

OUR COMMUNITY



Geographic Focus: National distribution closely aligned with Canada's English-speaking population.



Primary Audience: Clinicians, health professionals, system and hospital leadership, and public-sector decision makers.

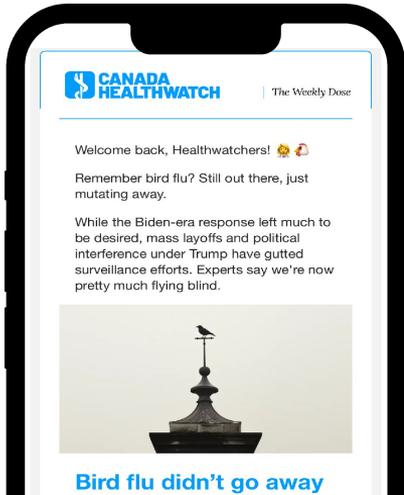


Secondary Audience: Researchers, academic leaders, policy analysts, and journalists.

FLAGSHIP NEWSLETTER

A curated briefing, designed to be read in full.

Our newsletter reaches senior health audiences, including policymakers, institutional leaders, and health journalists.



Placement Options

Top Sponsorship Block

Primary placement at the top of the edition.
One sponsor per edition.

Midroll Sponsorship Block

Positioned midway through the edition.

Web Version Placements

Positioned as midroll block.

WHO TRUSTS CANADA HEALTHWATCH?

“Canada Healthwatch has been my go-to source for the latest news about Canadian health care and Canadians' health.” — Alex Munter, CEO, CMA



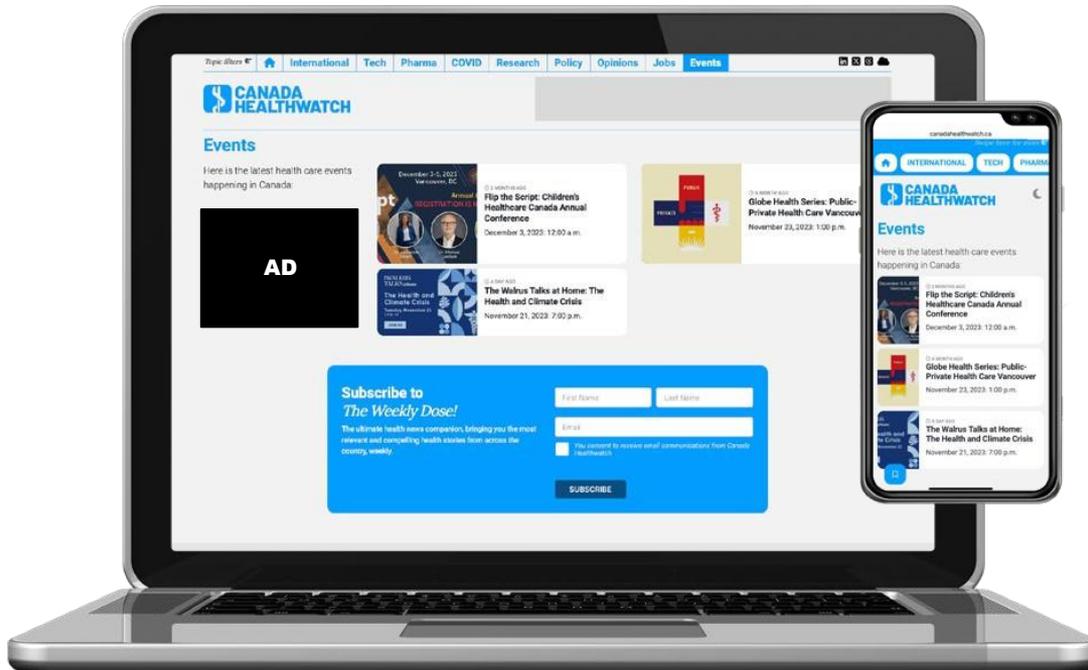
“Canada Healthwatch has become a regular part of my news diet. It's one of the first places I check, to make sure I haven't missed any important healthcare headlines.”
— Danyaal Raza, Family Doctor & Healthcare Advocate

“Canada Healthwatch doesn't just help me stay current, it often gives me a heads-up on major shifts weeks before they hit the mainstream. Clear, concise, and consistently useful.” — Janice Jim, Communications, Ontario NDP



SPONSORED BRIEFS

Clearly labelled sponsored messages that appear alongside CHW coverage.



Placement Details

Format

- 450–650 words.
- Factual and policy-relevant

Sponsored Briefs are not:

- First-person or patient stories
- Advertorial or storytelling formats
- Vehicles for unverified claims
- Substitutes for independent reporting

WEB INVENTORY & CAMPAIGNS

CHW's website is a reference point for policy-focused readers. Audience attention concentrates during major policy moments and national health events.

Placement Options

Feature Article Banner

Prime visibility on flagship stories. Suitable for reports, initiatives, events, and launches.

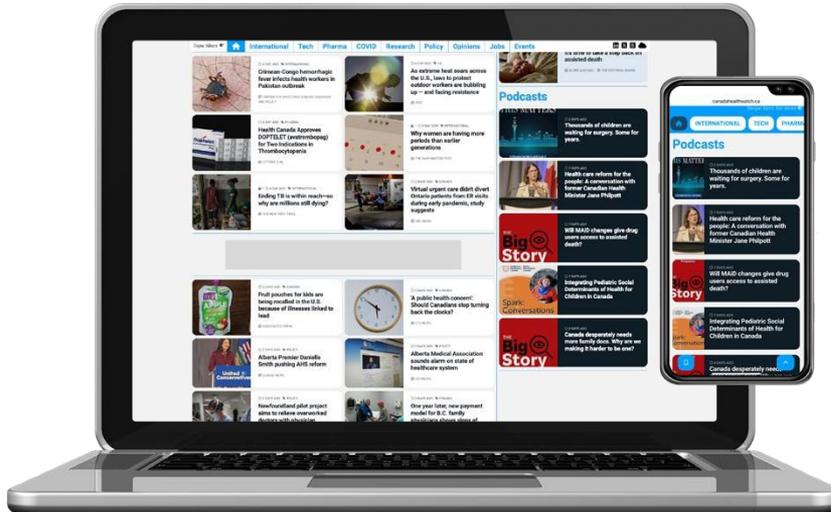
Generic Display

Standard inventory available across CHW pages.



NEED SOMETHING MORE CUSTOM?

CHW offers limited custom engagement for organizations whose work aligns closely with CHW's editorial mandate.



Custom Placement Details

Thought-leadership published under *CHW Perspective* follows the same editorial review process as non-sponsored contributions.

Custom campaigns are priced at a premium and made available when editorial fit and audience value align.

REACH OUT:

marketing@canadahealthwatch.ca



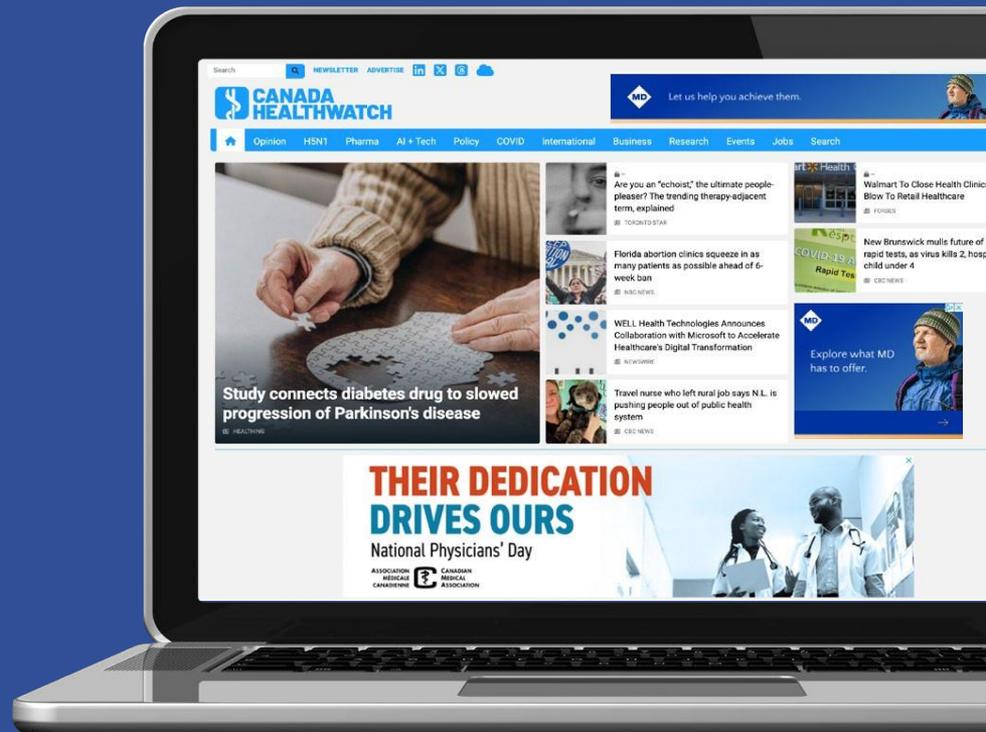
Contact for current pricing and availability.

Campaigns & Advertising
marketing@canadahealthwatch.ca

Institutional Partnerships & Collaborations
nick@canadahealthwatch.ca

Thank you.

CANADAHEALTHWATCH.CA



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