



Sponsorship & Campaign Opportunities: 2026

Health policy readership • Decisionmaking audience

Canada Healthwatch connects policy, science, and the public conversation.

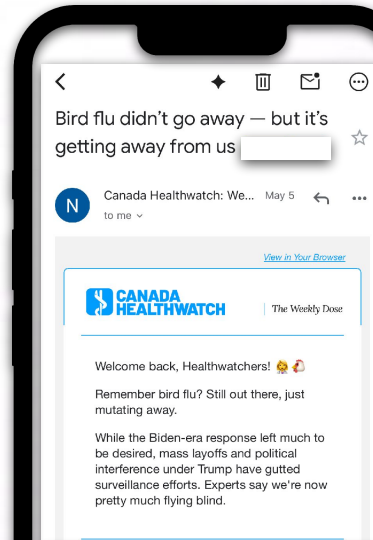
We provide health-policy decision-makers with a shared frame of reference.

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

Newsletter Engagement: 60% open rate (4,100 subscribers)



*Canada Healthwatch operates in partnership with spark*media and National Newswatch.



CHW combines rapid signal detection with disciplined analysis to inform decision-making.

The result is a high-trust, organically grown audience that is senior and policy-literate.

Geographic focus

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

Primary Audience

- clinicians and health professionals
- system and hospital leadership
- government and public-sector decision-makers

Secondary Audience

- researchers and academic leaders
- journalists and policy analysts

Our newsletter reaches senior health audiences with consistency.

Editions are read by policymakers, institutional leaders, and health journalists.

Content is curated for relevance and designed to be read in full.

Placement

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 a midroll block.

Web Inventory and Campaigns

CHW's website is a reference point for policy-focused readers.

Audience attention concentrates during major policy moments and national health events.

Placement

Feature Article Banner

Prime visibility on flagship stories.

Suitable for reports, initiatives, events, and launches.

Generic Display

Standard inventory available across CHW pages.

Sponsored Briefs

Clearly labelled sponsored messages that appear alongside CHW coverage.

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

Sponsored Briefs are edited for clarity, accuracy, and brand safety before publication.

Limited Custom Engagements

For organizations whose work aligns closely with CHW's editorial mandate, customized campaign structures are considered.

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.

Process & Workflow

CHW aims to make every campaign efficient and predictable.

Request inventory & dates: marketing@canadahealthwatch.ca

Submit creatives: assets delivered according to agreed specifications.

Review:

- CHW reviews for clarity, accuracy, formatting, and brand safety.
- Edits may be required to meet CHW's editorial standards.
- Content that does not meet CHW's standards will not run.

Campaign run: placement schedule and dates confirmed in advance.

Post-campaign summary: a brief overview following publication.

Rates

Inventory is limited and often booked ahead of key policy cycles.
Contact for current pricing and availability.

Campaigns & Advertising

marketing@canadahealthwatch.ca

Institutional Partnerships & Collaborations

nick@canadahealthwatch.ca