

# الصحة HEALTH

The most acclaimed HEALTH & LIFESTYLE magazine in the region

## Pink WARRIORS

BREAST CANCER AWARENESS MONTH



IN ASSOCIATION WITH

FRIENDS  
OF CANCER  
PATIENTS  
We are always with you



أصدقاء  
مرضى  
السرطان  
نحن معكم دوماً



Media Kit

on Thursday, 19<sup>th</sup> October 2023 - 4:00PM to 6:00PM  
at Hotel Shangri-La, Dubai - UAE.

Attendees : Women from all walks of life (Approx. 200+)

- Panel discussion by Specialist Doctors (Oncologists, Breast Construction Specialist, Radiologist, Nutritionist & Psychologist) on various aspects of breast cancer – its high incidence, the challenges ahead, need for creating awareness about screening and accurate diagnosis, a call for early detection and update on the latest techniques for combating this disease.
- Talk with Survivors
- Celebrity Survivor to moderate the event
- Raffle draws for Survivors & Audience
- Hair Donation Campaign



October is designated globally as the Breast Cancer Awareness month. Among all kinds of cancer, Breast Cancer has the highest incidence among women worldwide in both- the developed as well as developing countries- with one in eight women likely to be diagnosed with the disease. It is ranked as the second most common cancer among women nearly exceeding cancer of the cervix.

While 90 per cent of breast nodules or lumps are benign, it is the malignant 10 per cent that result in loss of quality of life and mortality among women. There is a need for women to be aware of the threat and take action in terms of widespread screening and early detection as breast cancer is treatable if diagnosed in the early stages.

Women, therefore, should be aware of the need to conduct a thorough breast self- examination and go for mammography if the situation demands as the World Health Organisation (WHO) recommends mammography to be done once in two years for women above the age of 35.

WHO also advocates that there is a significant evidence to show that mammography screening among women reduces mortality by 15-25 per cent and only awareness can reinforce the message that early detection of breast cancer can actually fully cure it.

Our panel discussion, which will take place on October 19, 2023-sponsored by HEALTH magazine, will provide an opportunity for the healthcare specialists and oncologists to address over 100 women in person and reiterate the awareness message, besides providing avenues for widespread coverage of the event on the print, digital and social media platforms. A comprehensive lead feature on everything you wanted to know about Breast Cancer.

LET'S JOIN HANDS TO CREATE A MOVEMENT OF AWARENESS IN THE COMMUNITY ON BREAST CANCER THIS OCTOBER 2023.







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- Health Clubs, Spas, Salon & Beauty Centers
- Airport Lounges,
- Universities, Schools, Educational Institutions & Training Centers
- Ruler's Courts
- Governmental Organizations
- HEALTH Magazine enjoys 1:4 pass along rate.



## PRINT SPECIFICATIONS, DISTENTIONS AND RATE CARD

SIZE	1 INSERTION	
Cover Inside	AED 15,000	1000 words article plus speaking opportunity in the panel discussion along with the title of 'Co-sponsors'
Inside back cover	AED 12,000	500 words article plus speaking opportunity in the panel discussion along with the title of 'Co-sponsors'
Full Page	AED 10000	600 words article plus speaking opportunity in the panel discussion along with the title of 'Supporting partners'
Half Page	AED 6000	450 words article
Quarter Page	AED 3000	450 words article

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