Canadian **Digestive Health** Foundation

Media Kit 2026

Partnership & sponsorship package

WHO WE ARE

Partnering with

Canada's Trusted Resource for Digestive Health Information

The Canadian Digestive Health Foundation is a registered charity and the foundation of the Canadian Association of Gastroenterology (CAG).

Canadian Association of Gastroenterology / L'Association Canadienne de Gastroentérologie

Our Vision

Empower all Canadians to manage their digestive health with confidence and optimism.

Our Mission

Reduce suffering and improve quality of life by providing trusted, accessible, and accurate information about digestive health and diseases.

CDHF
Canadian Digestive Health Foundation

OUR CONTENT

CDHF develops science-based, unbiased, and consumer-friendly resources to educate the public on:

Digestive Conditions

- Barrett's Esophagus
- Celiac Disease
- C Difficile
- Colon Cancer
- Constipation
- Cow's Milk Allergy
- Diarrhea
- Diverticular Disease
- Dyspepsia
- E.coli GI Infection
- Eosinophilic Esophagitis
- Esophageal Cancer
- Gastroparesis
- GERD
- Hemorrhoids
- Inflammatory Bowel Disease
- Irritable Bowel Syndrome
- Lactose Intolerance
- MASLD
- Pancreatic Cancer
- Pancreatic Exocrine Insufficiency
- Pancreatitis
- Peptic Ulcer & H.Pylori

Health & Lifestyle



- Low FODMAP Diet
- Mind-Gut Connection
- Women's Health
- Gluten-Free
- Fibre, Protein
- Probiotics, Prebiotics
- Hydration
- Children's Health
- Fitness
- Acid Reflux
- & More!

OUR CONTENT

Content can be based on new news, patient support opportunities, searched topics, partner initiatives, specific conditions and more. It can also be timely to Health Promotion Months such as:

January	Feburary	March	April	May	June
Mind-Gut Connection	Lactose Intolerance	Colorectal Cancer, Nutrition	IBS	World Digestive Health Day, Celiac, Allergy & EoE Awareness	World Microbiome Day

July	August	September	October	November	December
	Gastroparesis	CDHF's Annual Fundraiser: RISEUp		IBD, GERD, C.Diff	Constipation Awareness, Holiday season

OUR METRICS AND REACH

Canadian Digestive Health Foundation

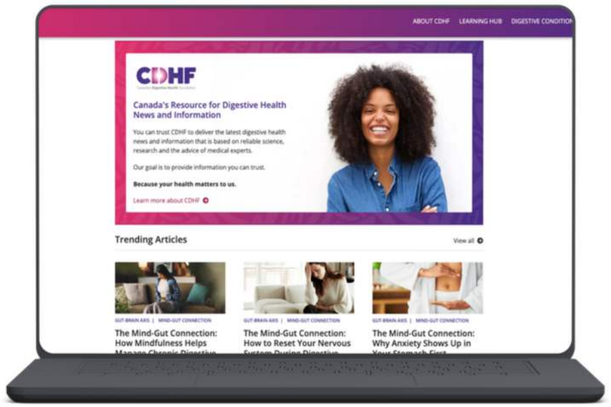
Website

www.CDHF.ca

+58% vs yag

3.4M Views
In 2025

Access to an engaged, growing audience interested in digestive health:



200k+
Avg monthly users

3:09
Time on page

282k+
Avg monthly pageviews

68% Female

32% Male



Top Provinces (by users):

1. Quebec
2. Ontario
3. BC
4. Alberta
5. Nova Scotia
6. Manitoba
7. Saskatchewan
8. New Brunswick
9. Nfld and Labrador
10. PEI

Top Countries (by users):

🇨🇦 Canada
🇺🇸 United States
🇫🇷 France

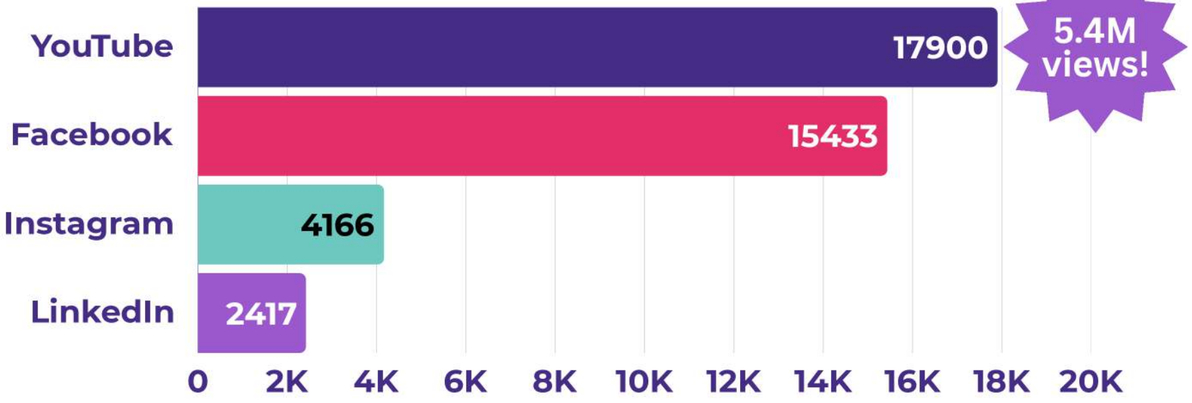
Socials

40K+
Subscribers across

Newsletter

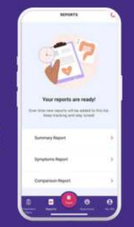
49% open rate (en)

9.6K+
Subscribers for English and French emails



MyIBS App

26.9K+ Users



WAYS TO WORK TOGETHER

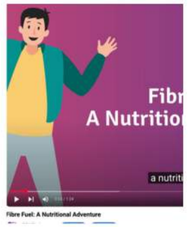
Sponsored Educational Content	Articles and Infographics - Animated Videos - Health Care Practitioner reel and patient consults - Month long themed campaigns
CDHF Certified	Use of Symbol of Distinction for products with evidence based claims - Annual support
Monthly Newsletter	Included with educational content sponsorship or standalone program
RISEUp Fundraiser Event	Sponsorship of CDHF's annual event
myIBS App	Free app for IBS patients & their healthcare providers
Other: PriMed/Affiliate Program	Support for booth costs - Product sales fundraising program
Gut Health 101: Workplace Wellness	Self paced educational program for employers and employees

Programs:

Articles + Infographics



Animated Videos



Health Care Practitioner Reel Consults



Patient Reel Consults



Month Long Campaigns



CDHF Certified



myIBS App



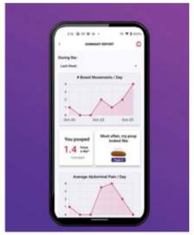
Monthly Newsletter



RISEUp Fundraiser

RISEUp FOR DIGESTIVE HEALTH 2026

Other



What's Included:

- Content development in both EN & FR where possible
- Lives on CDHF.ca until it requires updating
- Acknowledgement of sponsorship via partner logo and link to website
- Shared on CDHF social channels and in CDHF's monthly newsletter
- Option to boost visibility through paid promotion
- Analytics: engagement and performance insights provided

WHY PARTNER WITH CDHF

The CDHF is a patient organization and the resources are free.

The ability to provide ongoing development and dissemination of educational programs and patient initiatives is supported through the generosity of partnerships and sponsorships.

Credibility

Partnering with a respected organization dedicated to evidence-based, unbiased content.

Reach

Access a growing community interested in digestive health, healthy living and prevention.

Patient Support

CDHF can integrate partner goals while supporting patients.

Direct Access

Brand engagement in a meaningful, impactful way, with an audience actively seeking trusted resources.

> **Thank you so very much for this app - It's amazing and has helped me feel; more hopeful than the previous 8 months. Just a big blessing!**

> **As someone with chronic digestive illness I've benefitted thoroughly from CDHF's resources. Thank you for all the work that you do and here's to supporting more advances in the field of digestive health.**

CONTACT US TO LEARN MORE

Investment details and program customization available upon request.

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