

# Diamonds



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**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Disruptions due to COVID-19 have been felt across the entire economic spectrum, and the diamond industry – from mining companies to manufacturers and retailers – is no exception. What are the implications for investors, consumers and Canadian companies? This special feature explores the current outlook and future projections for the diamond market.

**Proposed topic highlights:**

**INVESTMENT ADVICE** – Tips for making diamonds part of an investment plan.

**FOUR CS** – Paying attention to colour, clarity, cut and carats.

**E-COMMERCE** – Consumers taking advantage of expanding online retail offerings.

**CANADIAN EXPLORATION** – An industry creating jobs as well as benefitting communities.

**GET INVOLVED TODAY. CONTACT:**

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**ONLINE:** National Edition  
**7.5 MILLION MONTHLY UVs**

Source: Comscore Media Metrix Multi-Platform,  
Jul-Sep 2020 (Q3) Average

**PRINT:** National Edition  
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Source: Vividata Fall 2020, National, A14+

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