



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Gold

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Gold has always been an investment of choice in volatile markets and uncertain economic times. This special feature explores the trends that affect the current outlook for gold as well as projections for its future, and how Canadians can integrate this valuable asset into their portfolios.

PROPOSED TOPIC HIGHLIGHTS

INVESTMENTS – Coins, bullion, bars, ingots, EFTs and other assets based on the gold price.

BALANCING PORTFOLIOS – how gold bullion provides a balancing force in an investor's portfolio

MINING – innovative solutions to challenges like climate change, rising costs and political instability

CSR – how the gold industry is committed to responsible and sustainable practices

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Print/Digital Weekly Readers – **5,898,000**
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
April 6 & Sept. 14	May 18 & Oct. 19	May 25 & Oct .26	April 6 & Sept. 14