



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Gold and other precious metals

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Gold and other precious metals like silver and platinum have 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 and other precious metals as well as projections for the future, and how Canadians can integrate these valuable assets into their portfolios.

PROPOSED TOPIC HIGHLIGHTS

INVESTMENTS — Coins, bullion, bars, EFTs, ingots and other related assets.

BALANCED PORTFOLIOS — Leveraging precious metals for balanced portfolios.

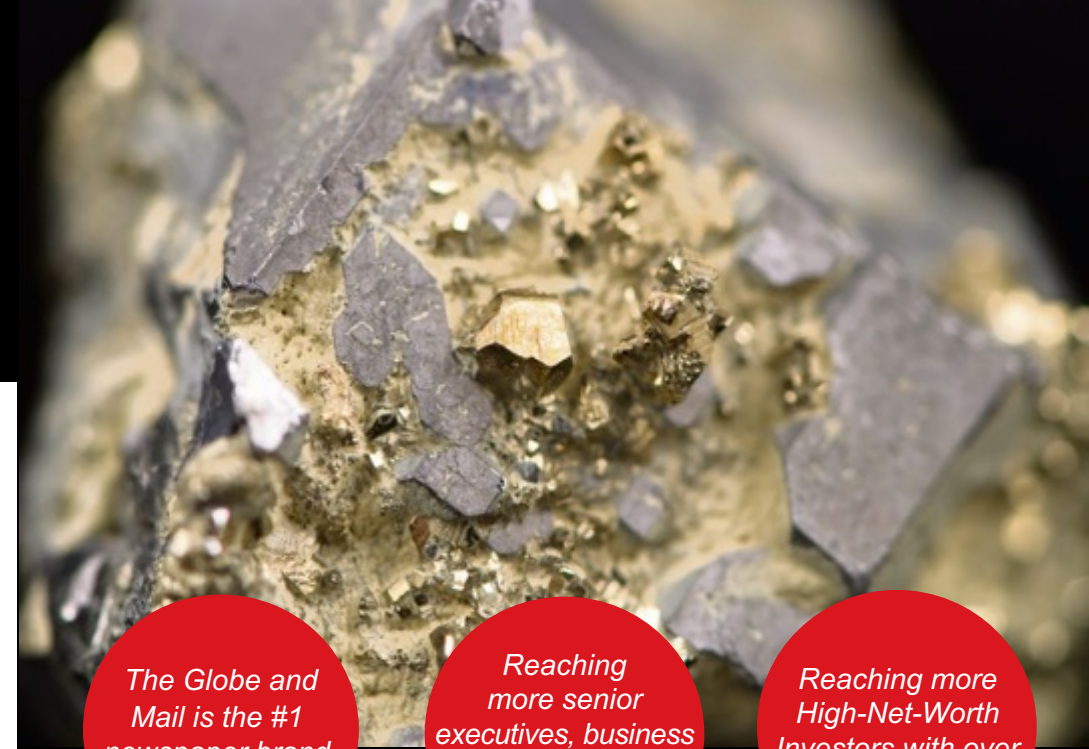
MINING AND EXPLORATION — Innovative solutions to challenges like climate change, rising costs and political instability.

SUSTAINABILITY AND SOCIAL LICENCE — The industry’s commitment 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