



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Destination Asia

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Rich cultural heritage, unforgettable landscapes, mouth-watering food and memorable hospitality, Asia has much to offer for visitors, whether they travel for business, follow a tourist itinerary or plan to stay longer as digital nomads. This special feature will shine a spotlight on some of the trends, incentives, sights and experiences that attract Canadian globetrotters to Asia.

PROPOSED TOPICS:

WHY ASIA – Making the case for venturing to the Far East.

HIGHLIGHTS – A sampling of enticing regional activities and offerings.

TRANSPORTATION AND DESTINATIONS – Where to go and how to get there.

SAFE TRAILS – Planning tools to enhance well-being and safety.

ADVICE – Experts on how to embark on memorable journey.



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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+

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