



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Philanthropy

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Canada’s charitable sector plays a vital role in Canadian society — from employing over 2.4 million people to contributing to over 8% of Canada’s GDP. This special feature, produced in partnership with the Association of Fundraising Professionals (AFP) Canada, will highlight the vital role that Canada’s charities and nonprofits play in meeting the needs of Canadian citizens across the country despite the ever-changing landscape.

Proposed topic highlights:

OUTLOOK – What’s ahead for Canada’s charitable sector as it prepares for both new opportunities and challenges.

CANADIAN PHILANTHROPY – How donors continue to support their favourite causes.

MARKET CONDITIONS – Implications of inflation and looming recession

CANADA’S CHAMPIONS – Notable achievements from charities, volunteers and donors across the country.

IMPACT – Charities and donations make a difference, create an impact and address needs in our communities.

GET INVOLVED TODAY. CONTACT:

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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 12	June 2	June 23	April 12