



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Donor impact - A profile of philanthropy work in Canada

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

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Canada's charitable sector plays a vital role in Canadian society, and its incredible work would not be possible without countless donors and supporters. This special feature will highlight the vital role that philanthropy in Canada plays in meeting the needs of Canadian citizens across the country.

- Proposed topic highlights:**
- CANADIAN PHILANTHROPY** — How donors continue to support their favourite causes
- OUTLOOK** — What's ahead for philanthropy in Canada amidst new opportunities and challenges
- IMPACT** — Charities and donations make a difference, create and impact and address needs in our communities
- CANADA'S CHAMPIONS** — Notable achievements from charities, volunteers and donors across the country

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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+

Publishing dates: March 23, May 31, June 27, September 25, October 17, November 28 & December 11

Standard Booking Deadline: 6 weeks prior to AD material due date

Material Deadline: 7 days prior to publication date