



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# Mergers and acquisitions

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In today's business landscape, where competition is fierce and market share is at an all-time high, companies need to turn their attention to M&A activity. Mergers and acquisitions can provide companies with new resources, financial flexibility, increased competitiveness and business opportunities. This special feature looks at the implications, risks and opportunities that need to be considered for achieving long-term success through M&A.

### PROPOSED TOPIC HIGHLIGHTS:

- SYNERGIES** – Combined business activities leading to increased overall performance efficiency.
- GROWTH OPPORTUNITIES** – Cornering market share and increasing output.
- BOOSTING SUPPLY** – chain negotiation power – Gaining efficiencies and cost savings.
- NAVIGATING CHANGE** – Top advice for ensuring M&A success
- M&A OUTLOOK** – What's to come in 2023?

### 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
March 7	March 28	April 4	March 7