



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Private Enterprise

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

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In a rapidly changing world and increasingly competitive business climate, companies have to stay ahead of the curve. This special feature will put a spotlight on private companies — everything from family-owned enterprises to subsidiaries of multinationals — and how they contribute to the Canadian economy and business landscape.

Proposed topic highlights:

- FINANCIAL SUCCESS** — Tools and resources for short and long-term success
- COMMUNITY ENGAGEMENT** — Corporate citizenship enhancing business and community outcomes
- INNOVATION** — Meeting evolving market and societal needs
- NAVIGATING TURBULENT TIMES** — Advice for dealing with risks in a changing landscape
- TECHNOLOGY** — Leveraging the newest tech tools for business success

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*Reaching more senior executives, business owners and professionals**

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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 14	April 19	April 26	March 14
April 18	May 30	June 6	April 18
August 7	October 2	October 9	August 7