



2023 NATIONAL INTEGRATED CONTENT FEATURE –
DIGITAL AND NEWSPAPER

Summer Sports & Adventure

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

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Summer in Canada is a time of breathtaking natural beauty, warm weather, and endless opportunities for outdoor fun and adventure. From the rugged peaks of the Rockies, to the serene lakes of Ontario and the picturesque coastlines of Canada's provinces, there is so much for Canadians to explore. This special feature will provide expert insights and recommendations for outdoor enthusiasts of all levels to plan their summer activities. Discover the most breathtaking bike paths, challenging hiking trails, world-class golf courses, and top-notch tennis facilities, as well as recommendations for kayaking, paddle-boarding, fishing, and leisurely boat cruises.

Proposed topic highlights:

- ACTIVITIES** — Hiking, biking, tennis, golfing, camping, boating and more.
- DESTINATIONS** — Top places to visit across Canada for outdoor enthusiasts and families.
- PLANNING** — Travel arrangements and top accommodation options.
- FAMILY-FRIENDLY** – Summer activities and attractions for kids and parents to enjoy.
- SAFETY** — Outdoor safety tips for enjoying summer activities in Canada's wilderness areas.

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
May 11	June 22	June 29	May 11