



2023 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Commitment to reconciliation

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A firm commitment to reconciliation holds immense significance in Canada as it addresses historical injustices and fosters healing and understanding between Indigenous and non-Indigenous peoples. Truth and Reconciliation Day, observed on September 30th, encourages reflection, education and dialogue, seeking to advance meaningful steps across Canada towards building a future of unity and justice for all citizens.

- Proposed topic highlights:**
- ADVOCACY & LEADERSHIP** – Showcasing leaders, organizations and initiatives that champion Indigenous languages, knowledge and perspectives.
  - EDUCATION** – Promoting understanding and awareness as foundation for mutual respect.
  - INNOVATION & EMPOWERMENT** – Spotlighting Indigenous leadership and economic engagement.
  - RESOURCES & SUPPORT** – Addressing community needs and priorities.

**GET INVOLVED TODAY. CONTACT:**  
**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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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
August 14	September 21	September 28	August 14