



2023 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Experience Germany

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Germany has much to offer for travellers in terms of history, culture and natural beauty. With 51 UNESCO World Heritage sites, the country has a wealth of attractions, from medieval castles and other well-preserved architecture to bustling modern metropolises like Berlin, Hamburg and Munich. This special feature will showcase some of the travel highlights Canadians can expect when they visit Germany.

Proposed topic highlights:

HERITAGE – From well-known attractions like Bavarian castles to lesser known gems like the porcelain factory in Meissen and the Hanse cities of the Baltic Sea.

NATURAL BEAUTY – Explore Germany's forests, mountains, rivers and coasts, which are home to 200,000 kilometers of hiking trails and countless opportunities for water sports.

CELEBRATIONS – Party like a local at festivities like the Oktoberfest, the Fasching and more.

ART AND CULTURE – Museums, shows, happenings and an active cultural discourse, tap into a lively and rich scene.

SUSTAINABILITY AND INCLUSION – Experience the results of a dedication to sustainable and barrier-free travel options.

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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 18	October 6	October 13	August 18