



2023 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Critical Minerals

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Critical minerals play a pivotal role in Canada's economy and its strategic position on the global stage. These minerals, including rare earth elements, lithium, cobalt, and others, are essential for the production of high-tech devices, clean energy technologies, and advanced manufacturing. As a resource-rich country, Canada possesses significant reserves of critical minerals, making it a key player in the global supply chain. This special feature will highlight the importance of critical minerals and how they contribute to economic growth, job creation, and innovation. By developing and harnessing its mineral resources, Canada can strengthen its domestic industries, attract investments, and contribute to the global transition towards sustainable and low-carbon technologies.

Proposed topic highlights:

- RESOURCE DEVELOPMENT** — Exploring, extracting, and developing critical mineral reserves.
- SUPPLY CHAIN SECURITY** — Diversifying sources, reducing dependence on imports.
- SUSTAINABILITY** — Minimizing environmental impact and responsible resource development.
- INNOVATION & TECHNOLOGY** — Advancing critical minerals in various industries
- INDIGENOUS ENGAGEMENT** — Respectful collaboration and equitable benefits for Indigenous communities.
- INTERNATIONAL COLLABORATION** — Promoting responsible sourcing, global cooperation in minerals.

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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
October 6	November 10	November 17	November 10