



2023/24 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Celebrating the Best of Canada

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

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Canadian businesses form a rich tapestry, ranging from burgeoning startups to global titans, all vital contributors to the nation's dynamic economic landscape. These exceptional enterprises, spanning diverse industries, are beacons of innovation and leadership, encapsulating the essence of Canadian pride. Their impact extends far beyond borders, not only propelling Canada's economic prosperity but also elevating its international standing. This special feature will highlight these extraordinary success stories, underscoring their role as integral components of Canada's cultural fabric.

Proposed topic highlights:

- BRAND HERITAGE & HISTORY** — Highlighting a rich and enduring legacy within Canada's narrative.
- COMMUNITY ENGAGEMENT** — How Canada's top brands are giving back.
- INNOVATION** — Harnessing technological strides to elevate the customer experience.
- SUSTAINABILITY** — Spotlighting eco-conscious initiatives, from recycling programs to sustainable sourcing.
- PARTNERSHIPS** — Exhibiting strategic alliances and collaborative ventures that propel success.

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*The Globe and Mail is the #1 newspaper brand in Canada**

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

*Reaching more High-Net-Worth Investors with over \$500K in assets.**

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
November 7	December 5	December 12	November 7
December 6	January 24	January 31	December 6
January 16	February 20	February 27	January 16