



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Chinese New Year 2024

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Chinese New Year, the vibrant Spring Festival, brings families together for 15 days of joy and tradition. Reunion dinners, red envelopes, dazzling fireworks, dragon dances and the famous Lunar New Year's Eve Gala are some of the highlights of this significant event. This special feature will highlight this dynamic celebration which blends rich traditions with a spirited welcome to the promising year ahead.

- Proposed topic highlights:**
- YEAR OF THE DRAGON** – Spotlighting the significance and cultural aspects of the Chinese zodiac animal for the year.
 - TRADITIONS AND CUSTOMS** – Highlighting various customs, traditions and taboos to avoid.
 - CONTRIBUTIONS** – Exploring the historical and contemporary contributions of Chinese Canadians to our country.
 - CELEBRATIONS** – Embracing the chance to foster unity among all Canadians through festive celebrations.
 - DIVERSITY & INCLUSION** – Learning about traditions and understanding holiday business opportunities and practices

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Print/Digital Weekly Readers – **6,063,000**
Print Weekly Readers – **2,592,000** | Digital Weekly Readers – **4,645,000**

Source: Vividata SCC Fall 2023, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
December 15, 2023	February 2, 2024	February 9, 2024	December 15, 2023