

2024 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Innovation in Canada's Top Universities

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## Canada's top universities drive R&D



Canadian universities have consistently showcased their innovation prowess, whether it's in crafting groundbreaking pharmaceuticals, enhancing high-rise structures, or revolutionizing consumer technology. This special feature aims to shine a fresh spotlight on the exceptional institutions and trailblazing professionals who continue to pioneer innovation for a prosperous and progressive Canada.

**Proposed topic highlights:**

**Innovation Leadership** — Profiling leaders who are driving progress through cutting-edge research and innovation, transforming industries and enhancing outcomes.

**Addressing Complex Challenges** — Unveiling how ongoing research endeavours are making headway in resolving multifaceted issues, spanning climate change, health crises, and beyond.

**Innovation Impact** — Highlighting the translation of research and innovation into tangible improvements in the quality of life for individuals and communities, showcasing real-world applications.

**Future Innovation Frontiers** — Exploring what lies on the horizon in the evolving landscape of innovation, from emerging technologies to new fields of research and development.

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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
March 22	May 10	May 31	March 22