



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Strategies for sustainability

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

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Big economic, social and environmental trends such as population growth, climate change, resource scarcity, technology advancement and social inequalities require a collective response, and leaders across Canada are taking action. This special feature will highlight notable efforts and examples for reducing the environmental footprint across sectors and all areas of society.

- Proposed topic highlights:**
- RESEARCH & INNOVATION** – From new insights to societal impact.
 - ADVOCACY & EDUCATION** – Raising awareness and advancing sustainability education.
 - LOW-CARBON ECONOMY** – Enabling a low-carbon future.
 - TECHNOLOGY & POLICY SOLUTIONS** – Tools and approaches making a difference.

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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 |
|---------------------------|-------------------|-------------------|----------------------------------|
| January 22, 2024 | February 26 | March 4, 2024 | January 22, 2024 |
| October 11, 2024 | November 22, 2024 | November 29, 2024 | October 11, 2024 |
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