



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Earth Day

Celebrating Canadian sustainability leadership

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With one of the largest primary resource bases in the world, Canada's natural capital plays a vital role in the social and economic well-being of communities and organizations – and this brings responsibility for environmental protection, conservation and responsible management. This special feature will explore leadership in sustainability, including the strategies, innovations and partnerships driving impactful change across all areas of society.

Proposed topic highlights:

- Sustainable innovations:** Technologies driving efficiency and reducing ecological footprints.
- Climate Action:** Pioneering policies and initiatives addressing the climate crisis.
- Circular economy:** Forward-thinking approaches that turn waste into value and promote economic resilience.
- Guardianship of biodiversity:** Efforts to safeguard critical ecosystems and species under threat.
- Impact:** From local initiatives to global movements for environmental stewardship.

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Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

Source: Vividata SCC Spring 2024, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
March 11	April 15	April 22	March 11