



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Earth Day

Celebrating 55 Years of Environmental Progress & Canadian  
sustainability leadership during Earth Week

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As Canada marks the 55th anniversary of Earth Day, the spotlight is on sustainability, conservation, and responsible resource management. 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 shaping a greener future. This feature series is strategically timed during Earth Week.

**Proposed topic highlights:**

**Sustainable Innovations:** Technologies advancing efficiency and reducing environmental impact.

**Climate Action:** Pioneering policies and initiatives addressing the climate crisis.

**Circular Economy:** Turning waste into value through forward-thinking, resilient solutions.

**Guardianship of Biodiversity:** Efforts to protect ecosystems and species at risk.

**Impact & Legacy:** The evolution of environmental stewardship, from local initiatives to global change.

**GET INVOLVED TODAY. CONTACT:**

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Print/Digital Weekly Readers – **5,958,000**  
Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

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

Sponsor content & Standard Booking Deadline	Material Deadline	Publishing Date
March 17	April 15	April 22, 23, 24, 25