



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Flavours of Ramadan

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Each day throughout the holy month of Ramadan, fasting is concluded at sunset, unveiling a rich tapestry of dishes that characterize this sacred period for South Asian communities in Canada and worldwide. These flavors mirror regional diversity and family customs, fostering a feeling of togetherness, celebration, and community. Beyond mere nourishment, the cuisine of Ramadan feeds the soul, forging connections that transcend generations and cultures.

Proposed topic highlights:

- TRADITIONS** — Exploring the customs and significance of iftar and suhoor during Ramadan.
- CULINARY HERITAGE** — Celebrating the culinary heritage and its role in preserving cultural traditions.
- CULINARY INNOVATION** — Showcasing innovative recipes and modern twists on traditional dishes in Ramadan's evolving culinary landscape.
- COMMUNITY** — Spotlighting the spirit of generosity and charity during Ramadan, often involving sharing meals with those in need.

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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
January 22, 2024	March 4, 2024	March 11, 2024	January 22, 2024