



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

The Giving Season

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

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December consistently leads the rest of the year in charitable giving, with 30% of all charitable donations happening during this time. The Giving Season is a period where donors are feeling generous, and charities of all sizes have the chance to boost their bottom lines to fuel their missions for the upcoming year. This special feature will highlight the impact of the Canadian non-profit sector, the causes they support and success stories that inspire hope during this season of giving.

Proposed topic highlights:

- IMPACT** – Shedding light on tales of triumph as communities collaborate for the greater good.
- OUTLOOK** - Exploring the influences of donations and the evolving landscape of charitable organizations.
- CANADIAN PHILANTHROPY** - Examining how Canadians are molding outcomes both at home and globally.
- FINANCIAL EDUCATION** – Highlighting the importance of financial education and literacy.
- EMERGING CONCERNS** - Addressing issues like climate change, diversity, equity, and inclusion, immigration, and beyond—how charities are extending their support.

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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
October 25, 2024	December 6, 2024	December 13, 2024	October 25, 2024