



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Lunar New Year 2025

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In Canada, the Lunar New Year of 2025 is marked by vibrant celebrations as diverse communities join together to welcome the Year of the Wood Snake. Festivities, adorned in traditional red and gold, resonate from Chinatowns to community centres, fostering a spirit of renewal and prosperity. Amid dragon dances, fireworks, and shared feasts, families come together in joyous reunions, embodying the richness of cultural heritage and the promise of a prosperous year ahead. This special feature will highlight how Lunar New Year in Canada unites communities and showcases the nation's cultural diversity.

Proposed topic highlights:

- Traditional Customs and Symbols** — Exploring red envelopes, dragon dances, and traditional symbols.
- Festive Foods** — Highlighting lucky dishes and Lunar New Year culinary traditions.
- Culture & Festivities** — Spotlighting vibrant home decorations, lantern displays, and dynamic performances like dragon dances and martial arts.
- Community** — Highlighting diverse celebrations in communities, including parades and festivals.
- Family Reunions** — Showcasing the importance of family reunions and ancestor respects.
- Modern Celebrations** — Discussing contemporary elements in Lunar New Year celebrations.

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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
November 20	January 22	January 29	November 20