



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

National Payroll Week

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Canada's payroll professionals play a crucial role in managing the accurate and timely distribution of \$865 billion in annual wages and taxable benefits, vital for the 50% of Canadians who rely on each paycheque. National Payroll Week serves as a dedicated occasion to celebrate their contributions, emphasizing their impact across all sectors. Aligned with this, the Portraits of Payroll campaign raises awareness about the significance of payroll in diverse work environments and spotlights the essential professionals driving business operations. This special feature aims to illuminate their expertise, fostering a deeper appreciation for the pivotal role they play in ensuring operational smoothness and financial stability.

Proposed topic highlights:

NURTURING BUSINESS SUCCESS — Exploring payroll's impact on businesses, emphasizing its financial and operational significance.

UNDERSTANDING PAYROLL ELEMENTS — Industry experts provide insights into wages, benefits, remittances, and employer contributions.

PAYROLL PROFESSIONALS — Highlighting the role of payroll professionals in ensuring accurate and timely compensation.

KEEPING CANADIANS PAID — Tracing the Canadian Payroll Association's milestones since 1978, showcasing its influence on compliance practices.

TECHNOLOGICAL ADVANCEMENTS — Innovations such as automated payroll systems, AI applications, and data analytics in the payroll industry.

GET INVOLVED TODAY. CONTACT:

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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
August 12	September 9	September 16	August 12