



2024 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Iconic Canadian Drives

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Canada's scenic routes, like the Cabot Trail in Nova Scotia and the Icefields Parkway in Alberta, showcase the country's diverse landscapes, from rugged coastlines to majestic mountains. Whether cruising along the Pacific Rim Highway or traversing the Trans-Canada Highway, road trippers encounter charming villages, historic sites, and abundant wildlife, experiencing the rich heritage and unparalleled beauty of Canada's scenery.

Proposed topic highlights:

ROAD TRIP TIPS: Offering advice for planning the ultimate road trip, covering packing essentials, route planning, and safety precautions.

VEHICLE FEATURES: Highlighting car models perfect for long drives, focusing on fuel efficiency, comfort, storage, and safety.

LOCAL ATTRACTIONS AND ACTIVITIES: Recommending must-see sights, hidden gems, outdoor activities, and cultural experiences along routes.

SEASONAL HIGHLIGHTS: Highlighting the best times for drives, showcasing seasonal attractions like fall foliage or wildlife sightings.

TRAVEL ITINERARIES: Offering sample itineraries for varying trip durations, catering to diverse traveler interests.

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
April 25	June 6	June 13	April 25
May 28	July 9	July 16	May 28
June 19	August 7	August 14	June 19