



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Reimagining Retirement Communities

Creating the Future of Senior Living

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As Canada's population continues to age, retirement communities are evolving to meet the diverse needs, lifestyles, and preferences of today's seniors. From cutting-edge technology to wellness-focused amenities, these communities are redefining what it means to retire. This special feature will delve into the innovative trends, services, and amenities that are transforming retirement living and offering new opportunities for an active, connected, and fulfilling lifestyle across the country.

Proposed topic highlights:

- Smart Living Spaces:** Integrating technology for greater safety and comfort.
- Wellness and Healthcare:** Expanding preventive care and on-site services.
- Sustainable and Eco-Friendly Designs:** Adopting green and sustainable practices.
- Intergenerational Living:** Creating connections across different age groups.
- Lifelong Learning and Activities:** Offering engaging education and social options.

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Source: Vividata SCC Spring 2024, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
October 11	November 15	November 22	October 11