



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Preparing the workforce of the future

Building skills, innovation, and resilience in Canada’s workforce

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Canada’s workforce is undergoing significant changes, requiring innovative approaches to skills development, technological integration, and collaboration between education and industry to stay competitive in the global economy. This special feature will highlight the critical initiatives, partnerships, and strategies shaping the future of work, with a focus on fostering talent and innovation for long-term success.

Proposed topic highlights:

- Adapting to Change:** How Canadian businesses are embracing emerging technologies, upskilling programs, and workforce strategies to remain competitive.
- Collaboration:** Showcasing innovative collaborations between post-secondary institutions and leading employers.
- Diversity and Inclusion:** Examining how organizations are driving equitable opportunities and empowering diverse talent to lead the future workforce.
- Technology:** Exploring the integration of AI, automation, and digital tools in creating smarter and more adaptable workplaces.
- Future Skills:** Highlighting the importance of continuous learning to build resilience in an evolving job market.

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Print Weekly Readers – **2,477,000** | Digital Weekly Readers – **4,722,000**

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

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
April 4	May 16	May 24	April 4
September 8	October 17	October 25	September 8
October 17	November 28	Dec 6	October 17