



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Black History Month

Honouring the Legacy, Celebrating the Future

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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ADDRESSING SYSTEMIC ANTI-BLACK RACISM IN CANADA: PROGRESS, CHALLENGES AND PATHWAYS FORWARD

Black History Month is a time to reflect on the profound contributions of Black Canadians and communities worldwide in shaping our culture, history, and progress. This special feature will spotlight influential voices, achievements, and stories that inspire continued dialogue, education, and action toward equity and inclusion.

- Proposed topic highlights:**
- TRAILBLAZERS AND VISIONARIES:** Celebrating impactful Black leaders.
- ECONOMIC EMPOWERMENT:** Exploring efforts driving economic equity.
- CULTURAL INFLUENCE:** Showcasing Black contributions in arts and culture.
- YOUTH AND EDUCATION:** Highlighting programs fostering young leaders.
- EQUITY IN ACTION:** Examining progress in workplace diversity and inclusion

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – **5,958,000**
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 |
|---------------------------|-------------------|-----------------|----------------------------------|
| January 9 | February 13 | February 20 | January 9 |