



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Financial Resilience

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From navigating the affects of rising interest rates and inflation to setting out the financial road to retirement, financial resiliency is an important topic for all Canadians. This special feature will put a spotlight on the role of financial planning, provide advice and insights from experts, and outline top strategies for present and future financial wellbeing.

Proposed topic highlights:
EXPERT ADVICE —The value of guidance from trusted professionals
LITERACY—Improving the financial literacy of all Canadians, from students to retirees
TECHNOLOGY —Utilizing technology to better serve Canadians



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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 8	February 12	February 19	January 8

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