



2025 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Fraud Prevention Month

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

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As fraudsters continue to develop new and more sophisticated ways to steal from Canadians, now is the time for everyone to stay vigilant and up-to-date. Published during Fraud Prevention Month, this special feature will raise awareness of common scams, trends and new technologies that can help keep Canadians safe.

Proposed topic highlights:

- TRENDS** — Top new scams to look out for
- REPORTING** — What to do if you suspect fraud
- SOLUTIONS** — Tools from education to support
- RAISING AWARENESS** — How to recognize schemes
- TECHNOLOGY** — Ways to improve security



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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 31	March 14	March 21	January 31

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