



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Gold & Precious Metals

Powering Canada's Economy Through Innovation,
Sustainability, and Global Leadership

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Canada remains a global powerhouse in the mining of gold and other precious metals—an industry that continues to support national economic growth, technological innovation, and sustainable practices. This special feature will examine the evolving landscape of precious metals in Canada, from market dynamics and export value to environmental leadership and emerging trends shaping the sector's future.

Proposed topic highlights:

Economic Impact: How gold and precious metals contribute to Canada's GDP, export revenues, and employment.

Environmental Responsibility: The industry's commitment to high ethical standards and sustainable resource management.

Global Leadership: Canada's standing as a leader in responsible and forward-thinking mining practices.

Innovation in Mining: Advancements in technology that are reshaping efficiency, safety, and environmental performance.

Market Trends & Insights: How global shifts are influencing demand, pricing, and strategic direction within the Canadian mining sector.

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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31%
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Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

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

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April 21	May 21	May 28
October 16	November 13	November 20