



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Healthy Aging

National Seniors Day

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

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Of the six million Canadians aged 65 and older, 81 per cent prefer to remain in their homes as they age. However, age-related challenges—such as chronic health problems, cognitive decline, and mobility limitations—can complicate this goal. This special feature will explore the latest trends, innovations, and strategies to help individuals plan for a fulfilling, independent, and active life at every stage of aging. Strategically timed for National Seniors Day in October.

- Proposed topic highlights:**
- Life Stage Transitions:** Expert guidance for financial and lifestyle shifts, from downsizing to caregiving.
  - Financial Planning for Longevity:** Tools for securing lifelong financial stability, including retirement strategies and risk management.
  - Health Innovations:** Solutions like health tech and preventive care to reduce healthcare costs and enhance quality of life.
  - Lifestyle and Nutrition:** Steps for maintaining vitality through healthy living practices.
  - Community and Support Networks:** Programs reducing isolation and fostering engagement, critical for well-being and cost-efficient aging.

**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
May 5	June 16	June 23	May 5
August 6	September 24	October 1	August 6