



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Innovative Insurance Solutions

Supporting Business Success Through Employee Wellness

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The health and well-being of employees are vital to business success, and companies across Canada are increasingly looking to innovative insurance solutions that align with their goals while addressing diverse employee needs. This special feature will explore how advanced insurance options, from whole life products to virtual health solutions, are helping Canadian organizations enhance outcomes and reduce risks. Strategically timed ahead of National Insurance Awareness Day in June

Proposed topic highlights:

- Aligning with Business Goals:** Insurance plans designed to support organizational objectives and foster long-term stability.
- Comprehensive Employee Wellness:** A holistic approach to employee well-being, enhancing productivity and satisfaction.
- Innovative Solutions:** From virtual care options to digital tools, insurance products that adapt to evolving workplace needs.
- Preventive Health Measures:** Promoting proactive health management to reduce future risks and improve outcomes.

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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 9	June 20	June 27	May 9
September 19	October 24	October 31	September 19