



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Maximizing the GST/HST Holiday

## Smart Spending Post-Holiday Season

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The GST/HST holiday offers Canadian families and businesses a unique opportunity to maximize their budgets during the post-holiday season. This initiative, designed to alleviate financial stress, encourages consumers to invest in essentials and take advantage of January sales. For businesses, it's a chance to engage clients, offer value-driven promotions, and contribute to a robust post-holiday economy. This special feature will explore how to make the most of the GST/HST holiday which ends February 15th, providing practical advice, strategic insights, and more.

### Proposed topic highlights:

**Smart Spending:** Budget-stretching tips for families during the GST/HST holiday.

**January Sales:** Top products and categories to buy on sale.

**Business Gains:** How businesses can attract customers and boost sales.

**Tax Guidance:** Advice for accounting firms to help clients benefit.

**Economic Impact:** How this initiative supports recovery and financial health.

### 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
December 12	December 18	December 26	December 12
December 12	December 20	January 2nd	December 12
December 16	January 13	January 20	December 16
January 6	January 27	February 3	January 6