



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Next Generation of Farming

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

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Agriculture contributes over \$134 billion to Canada's economy annually, driven by farmers who are embracing technology and sustainability to meet modern challenges. This special feature will highlight the next generation of Canadian farmers and their essential role in ensuring a resilient food supply and delivering quality products from farm to table.

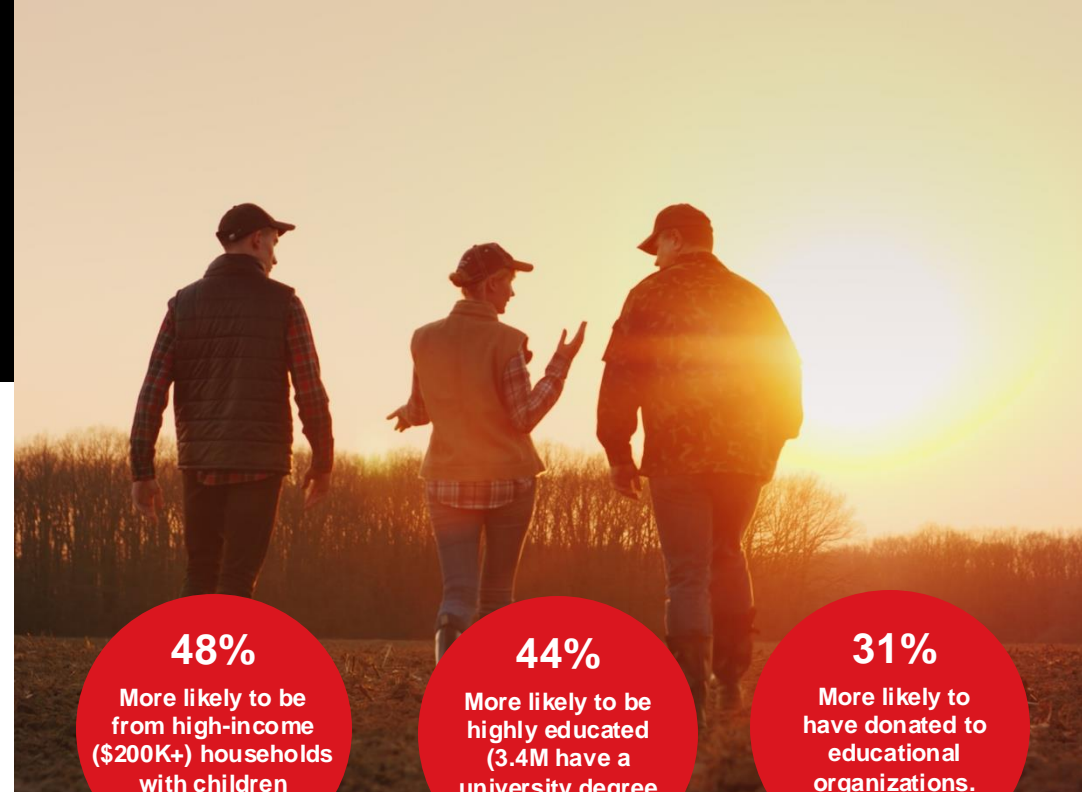
**Proposed topic highlights:**

- Innovation:** How technology is transforming farming practices for efficiency and growth.
- Leadership:** Canadian farmers' role in setting global standards for food safety and quality.
- Sustainability:** The drive towards eco-friendly practices and climate-resilient agriculture.
- Support:** The value of investing in Canadian farming to ensure a prosperous future.
- Future of Food:** Exploring trends shaping tomorrow's agriculture.

**GET INVOLVED TODAY. CONTACT:**

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**48%**  
More likely to be from high-income (\$200K+) households with children under 18.

**44%**  
More likely to be highly educated (3.4M have a university degree or higher).

**31%**  
More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,941,000**  
Print Weekly Readers – **2,580,000** | Digital Weekly Readers – **4,607,000**

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

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
March 28	May 9	May 16	March 28
October 9	November 20	November 27	October 9