



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Sustainable Forestry - National Forest Week

Celebrating Canada's Forests, Sustaining Our Future

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Canada's forests cover over 347 million hectares, representing 9% of the world's forest area. National Forest Week (NFW) is a time to recognize the critical role forests play in shaping our environment, economy, and communities. This special feature will spotlight the importance of sustainable forestry, innovative conservation practices, and how individuals and industries are working together to preserve Canada's natural legacy.

- Proposed topic highlights:**
- Sustainable Forestry:** Exploring practices that balance economic growth with environmental stewardship.
  - Technological Innovation:** The role of AI, drones, and data in advancing forest conservation efforts.
  - Community Impact:** How forests support Indigenous communities, local economies, and cultural traditions.
  - Climate Action:** The role of forests in carbon sequestration and combatting climate change.
  - Youth Engagement:** Inspiring the next generation to protect Canada's forests through education and outreach.

**GET INVOLVED TODAY. CONTACT:**  
**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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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
August 8	September 15	September 22	August 8