



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Caregivers Canada

## National Caregivers Day

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

Click on the report below to see a similar past feature



Too often, caregivers who provide essential support to loved ones with physical, cognitive, or chronic life-limiting conditions remain unsung heroes. Yet, their dedication not only enhances the well-being of those they care for but also significantly contributes to our society and economy. This special feature delves into the multifaceted roles of caregivers, the challenges they face, and the invaluable impact they have on our nation. By shedding light on these topics, we will honor caregivers' unwavering commitment and advocate for enhanced recognition and support for their contributions.

### Proposed topic highlights:

**Economic value:** Learn how caregivers contribute over \$97.1 billion annually to the Canadian economy, representing 4.2% of GDP.

**Work-care balance:** Some 6 million Canadians juggle paid employment with unpaid caregiving responsibilities. Why are supportive policies needed?

**Personal growth:** How can a career in caregiver bring enriched life skills and deepened relationships and other satisfying rewards?

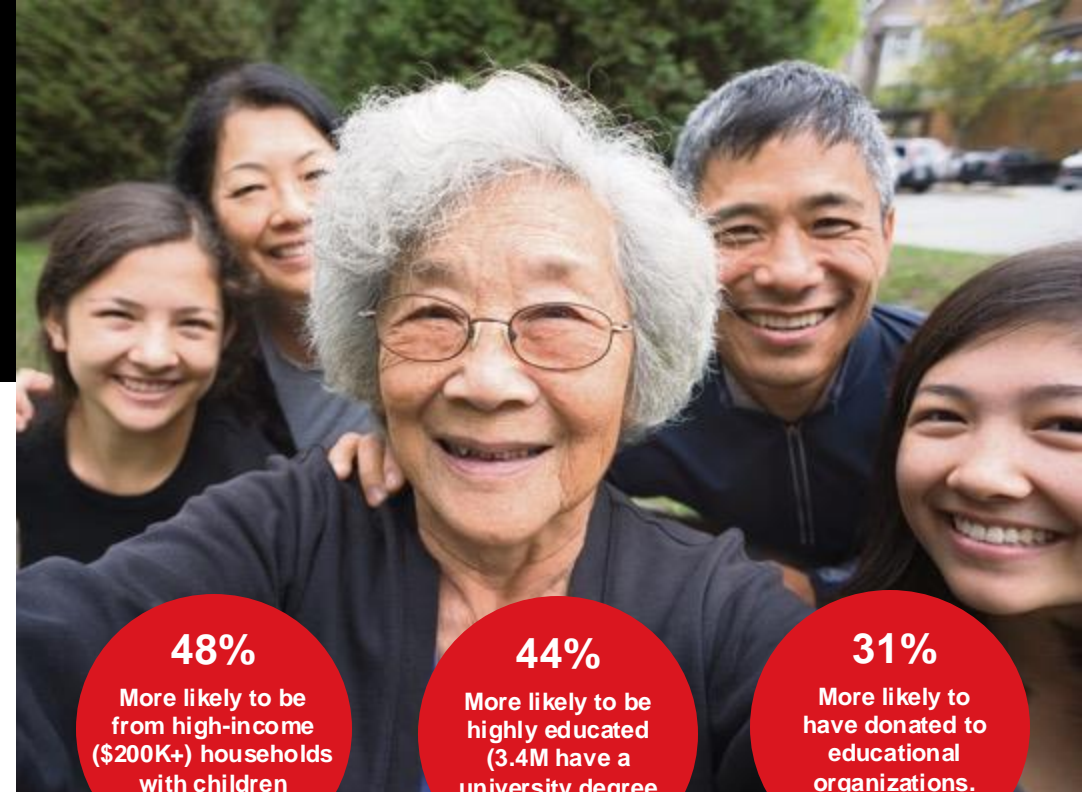
**Support for caregivers:** Discover programs and initiatives that provide caregivers with practical tools, guidance, and needed emotional support.

**Post-COVID outcomes:** The pandemic intensified caregiving responsibilities. What lessons were learned; what additional support systems are needed?

### GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

Content produced by Randall Anthony Communications, a Globe-approved provider



**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
February 24	March 25	April 1	February 24