



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

National payroll week

Celebrating the Backbone of Canadian Business

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National Payroll Week

Monday, September 16, 2024

Produced by Randall Anthony Communications. The Globe and Mail's editorial content was not involved.

At the heart of business:

Awareness campaign shines a spotlight on the value and benefits of payroll professionals

By [Name]

It's not just the money that keeps a business running. It's the people who make it happen. And that's why National Payroll Week is so important. It's a time to celebrate the professionals who keep the wheels of commerce turning. From small businesses to large corporations, payroll professionals are the backbone of the Canadian economy. They ensure that every worker is paid on time, and that every business is able to meet its financial obligations. It's a job that's often overlooked, but it's one that's absolutely essential. So, let's take a moment to shine a spotlight on these unsung heroes. We'll explore the challenges they face, the innovations they bring, and the stories of the professionals who are making a difference. This is National Payroll Week, and it's a celebration of the people who keep the Canadian economy running.

Human Impact:

As part of the effort to celebrate the critical role of payroll professionals, a group of experts gathered for a panel discussion. The panelists shared their insights on the challenges of payroll management and the importance of transparency and accuracy. They also discussed the latest trends in payroll technology and the impact of automation on the industry. The panelists agreed that payroll professionals are the backbone of the Canadian economy, and that it's essential to ensure they are properly compensated and supported. They also emphasized the importance of transparency and accuracy in payroll management, and the need for businesses to stay up-to-date on the latest regulations and best practices. The panel discussion was a valuable opportunity for businesses to learn from the experts and to gain a better understanding of the challenges and opportunities in the payroll industry.

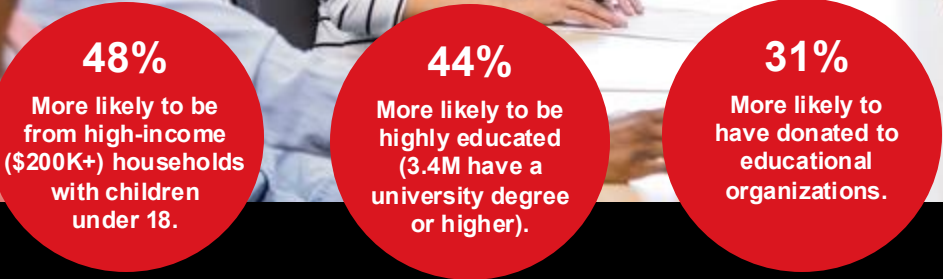
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Human Impact: A group of people in costumes, including one with a large head, standing in front of a Ferris wheel.

National Payroll Week shines a spotlight on the critical role payroll professionals play in Canada’s economy. Managing over \$1 trillion annually in wages, benefits, and remittances, payroll teams ensure Canadians are paid accurately and on time while navigating complex regulations. This special feature will explore the innovations, challenges, and stories behind this vital profession.

- Proposed topic highlights:**
- Innovative Systems:** Advancements shaping the future of payroll management.
 - Compliance Mastery:** Ensuring accuracy amid Canada’s evolving regulations.
 - Empowering Employees:** Tools enhancing payroll transparency and accessibility.
 - Adapting to Change:** Payroll’s role in hybrid and gig-economy workforces.
 - Celebrating Excellence:** Stories of payroll professionals making a difference.



Print/Digital Weekly Readers – 5,286,000
Print Weekly Readers – 2,417,000 | Digital Weekly Readers – 3,636,000

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

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Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
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