



# 2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

## National payroll week Celebrating the Backbone of Canadian Business

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

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From September 1<sup>st</sup> to 5<sup>th</sup>, 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.



**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
July 9	August 27	September 3	July 9

### GET INVOLVED TODAY. CONTACT:

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