



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Pathways to success

Colleges and institutes building & growing Canada

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

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Colleges and institutes train the builders, growers, makers, caregivers, first responders, innovators and job creators that Canadians depend on. This special feature will highlight this important sector – and what it does to ensure Canada has a skilled workforce to meet housing and health-care demands. The feature will also explore key efforts, for example, in making sure workers are equipped to thrive in green and digital industries, and in enabling Canada’s small businesses to be more innovative, efficient and productive.

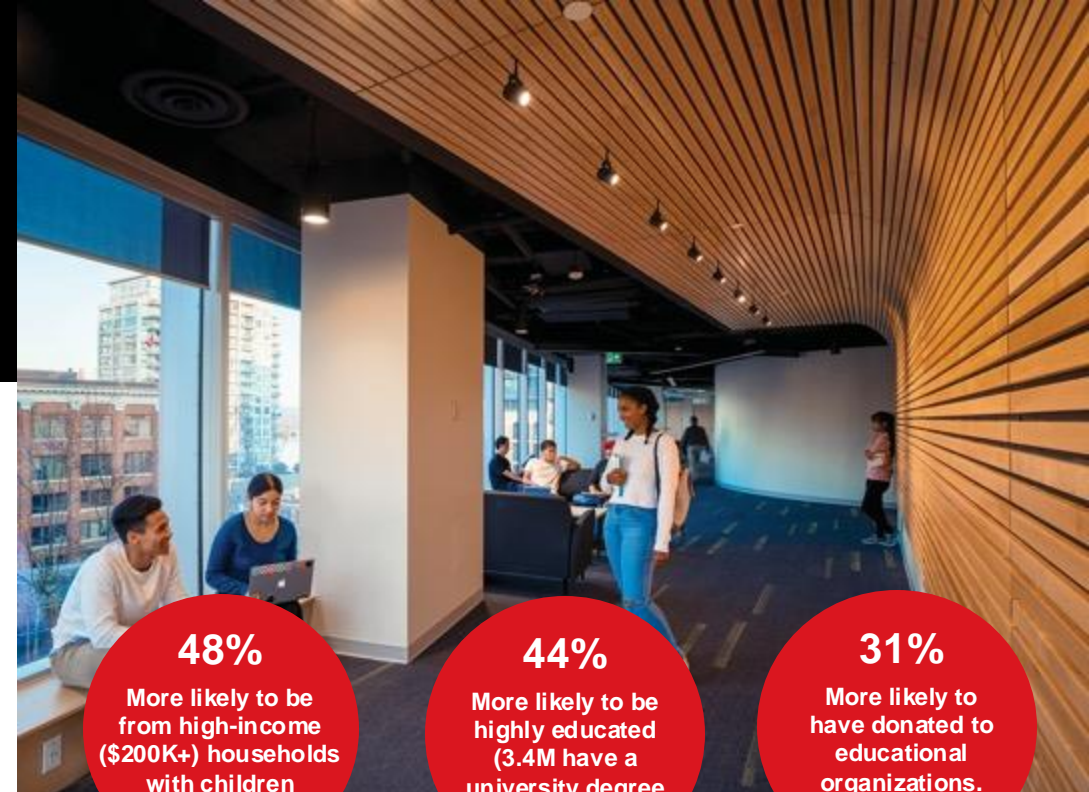
Proposed topic highlights:

- Driving innovation:** Partnering with industries and communities to amplify research and development, fuelling Canada's economic growth.
- Building 21st-century skills:** Equipping learners with practical, workforce-ready skills for meaningful careers and immediate impact.
- Promoting inclusion:** Removing barriers to education and creating opportunities for equity-deserving groups to thrive.
- Sustainability leadership:** Integrating sustainability-focused programs and solutions to address climate change and environmental challenges.

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
June 20th	September 5	September 25, 26	June 20th