



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Unleashing Canadian Potential – International trade

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In light of America's shifting trade policies, expanding international trade has become imperative to Canada's economic survival. With strong trade agreements, robust infrastructure, and strategic government support, Canada is well-positioned to increase exports and strengthen economic ties worldwide. This special feature will explore key areas driving international trade expansion and how they contribute to national prosperity.

Proposed topic highlights:

Free Trade Agreements: How can Canadian businesses take greater advantage of trade agreements that offer access to new markets and enhanced opportunities.

Investing in port infrastructure: Examining the critical role of modernized ports in facilitating trade efficiency, reducing bottlenecks, and improving supply chain logistics.

The future of LNG exports: Canada has the potential to become a global leader in liquefied natural gas (LNG) and positively impact international energy markets.

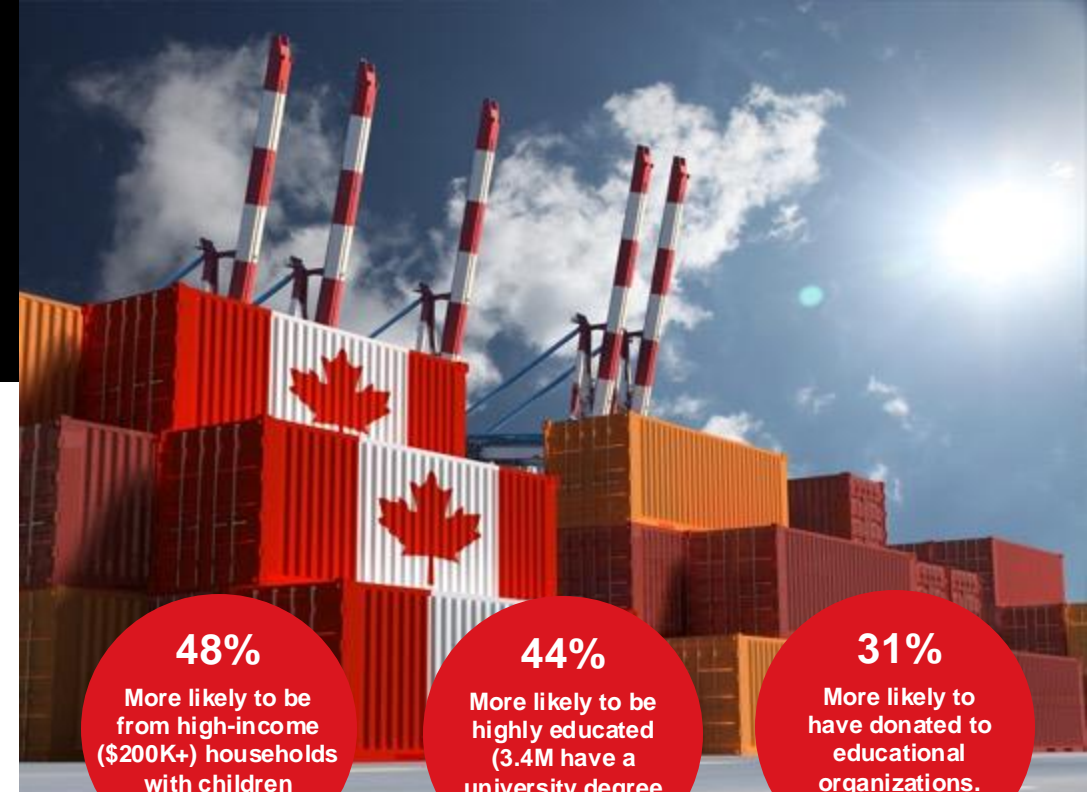
Enhancing port security: Exploring advancements in security measures to protect trade routes, prevent disruptions, and maintain the integrity of international shipments.

How government agencies and other bodies help: Showcasing how agencies such as Export Development Canada, International Trade Canada, the Canadian Chamber and other bodies facilitate business connections abroad and more.

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

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

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|---|-------------------|-----------------|
| March 17 | April 9 | April 16 |