



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Unleashing Canadian Potential – Natural resources

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Canada's vast natural resources are key to unlocking the nation's full economic potential. Through responsible development of our mining and energy industries, including oil and natural gas, Canada is positioned to be a global leader in sustainable resource management and energy exports. This special feature will explore how these industries drive economic growth, create high-quality jobs, and support inclusive development across the country.

**Proposed topic highlights:**

**Responsible development:** How sustainable practices distinguish Canadian companies from less scrupulous competitors currently supplying the world.

**Economic potential:** Canada's energy sector alone is responsible for 10% of Canada's GDP. With the right policies Canada to achieve its full potential.

**East-West connections:** Why connecting Canadian resources to domestic and global markets has become an imperative.

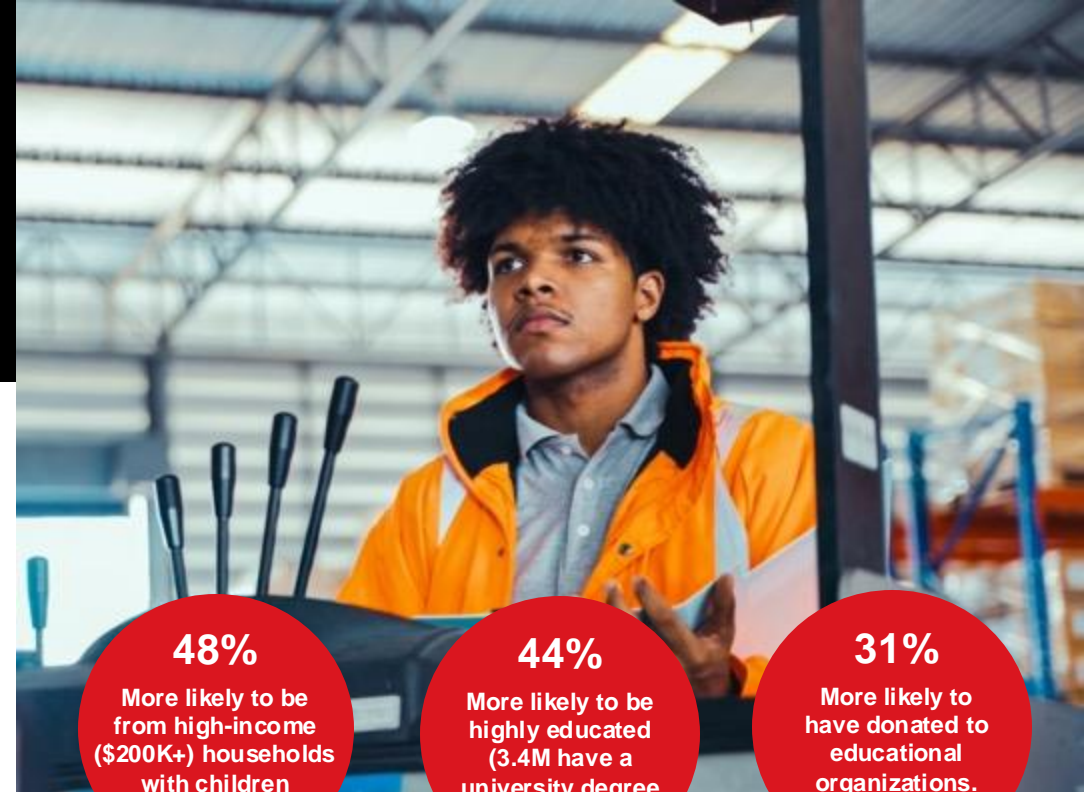
**Quality Jobs:** How resource industries provide well-paying, skilled employment crucial to people, communities and economic stability.

**Indigenous Inclusion:** How Indigenous participation in resource development is redefining futures for countless First Nations citizens and communities.

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

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

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
March 3	March 26	April 2