



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Unleashing Canadian Potential – Productivity

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Canada's economic future depends on unlocking productivity and enhancing economic sustainability. To remain competitive on the global stage, urgent measures are needed to address structural barriers that hinder business growth, workforce mobility, and trade efficiency. This special feature will explore the key reforms required to boost Canadian productivity and create long-term economic prosperity.

**Proposed topic highlights:**

**Interprovincial trade barriers:** Examining the urgent need to reduce internal trade restrictions through regulatory harmonization to facilitate freer trade, business expansion and market efficiency.

**Foreign professional credentials:** Taking aim at challenges faced by skilled immigrants and the policies required to streamline credential recognition to strengthen Canada's workforce.

**Skills development and recognition:** Exploring the importance of Colleges and Institutions and the standardizing of professional and trade certifications across provinces to improve labor mobility and workforce flexibility.

**Driving economic sustainability:** Highlighting strategic initiatives that support long-term productivity growth, investment and innovation across key industries.

**Reducing regulatory red tape.** Highlighting the need for streamlined regulations to eliminate unnecessary bureaucratic hurdles that slow down business operations and economic growth.

**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 10	April 2	April 9