



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Building Bright Futures

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

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Across Canada, organizations are empowering individuals by providing the skills and resources needed to thrive in a rapidly evolving world. This special feature will highlight how forward-thinking programs and partnerships are strengthening financial literacy, fostering innovation, and supporting continued learning for Canadians.

**Proposed topic highlights:**

**Empowering Financial Futures:** Programs that enhance financial literacy and equip Canadians with the tools for long-term financial security.

**Workforce Readiness:** Initiatives that prepare learners with in-demand skills, driving career growth and supporting economic resilience.

**Community Impact:** Collaborations that break down barriers to education and expand opportunities for equity-deserving groups.

**Sustainable Innovation:** How organizations are investing in solutions that balance economic growth with social and environmental responsibility.

**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
May 7	June 18	June 25