



2025 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

Family business

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

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Family-owned businesses are a cornerstone of Canada's economy, creating jobs, driving innovation, and strengthening communities. This special feature will explore the lasting impact of these businesses, the challenges they face in an evolving landscape, and the resources available to support their success.

- Proposed topic highlights:**
- Building a Lasting Legacy** – Strategies for sustaining multi-generational business success
- Innovation for Growth** – Leveraging new insights and technology for a competitive edge
- Expert Insights** – Practical advice for navigating opportunities and overcoming challenges
- Strength in Partnerships** – Showcasing collaborations that drive business and industry success
- Advocacy & Leadership** – Supporting family businesses through policy and leadership initiatives

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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
April 15	May 20	May 27