



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# Wildlife Conservation

Safeguarding Our Natural Heritage

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As biodiversity faces unprecedented challenges, Canadian efforts in wildlife conservation are more crucial than ever. This special feature will highlight the innovative strategies and collaborations that are making significant impacts across the nation, preserving vital habitats and species for future generations strategically times for Wildlife Conservation Day

**Proposed topic highlights:**

**Innovative Conservation Techniques:** Highlighting advanced methods for wildlife protection and rehabilitation.

**Partnerships for Preservation:** Featuring collaborations between governments, NGOs, and communities that drive conservation successes.

**Economic Impact of Conservation:** Examining the contributions of wildlife preservation to local and national economies through eco-tourism and sustainability.

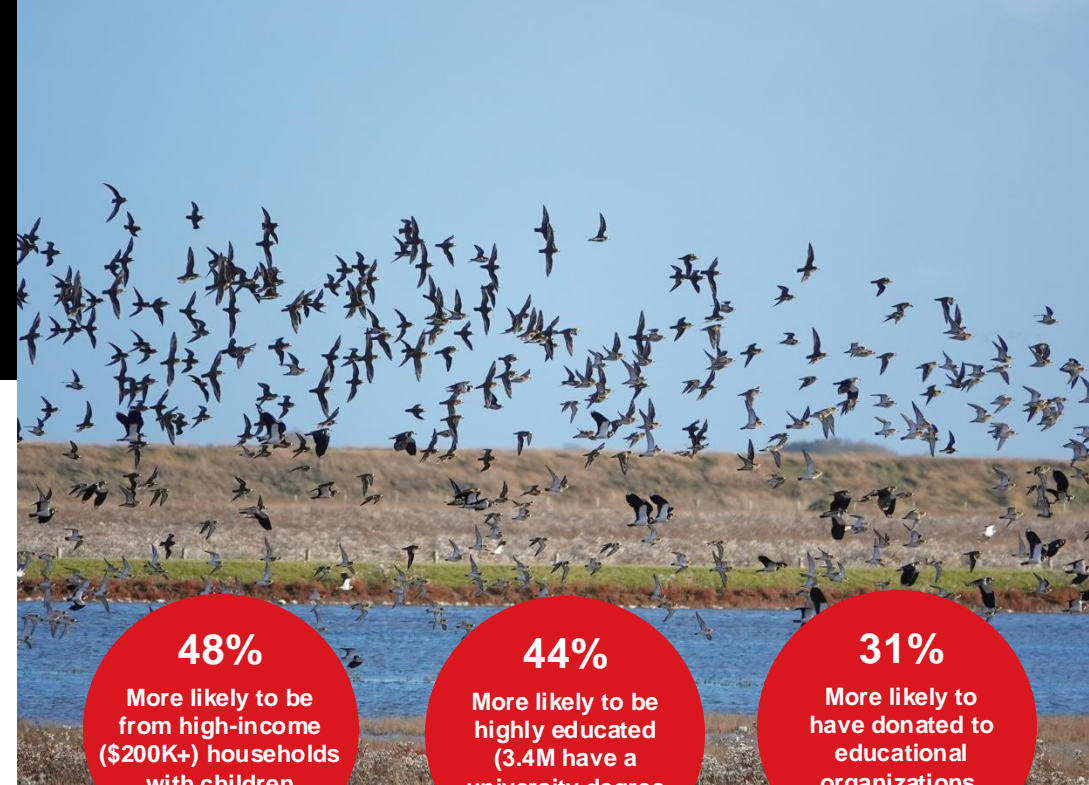
**Legislative Frameworks:** Assessing the policies and regulations underpinning wildlife conservation efforts in Canada.

**Case Studies:** Presenting inspiring examples of species recovery and habitat restoration that fuel ongoing conservation efforts.

**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+

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|---|-------------------|-----------------|
| October 16                                    | November 27       | December 4      |