



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

# STEM to STEAM Education

Inspiring Creativity and Innovation in Tomorrow's Workforce

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

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Education is shifting from STEM (science, technology, engineering, and math) to STEAM, adding the arts to foster a more well-rounded approach. This special feature will explore how STEAM equips students with critical thinking and creative problem-solving skills, preparing them for diverse career paths and an innovative future.

- Proposed Topic Highlights Include:**
- Multidisciplinary Learning:** How STEAM combines different perspectives to enhance creativity and problem-solving.
  - Technology in the Classroom:** Using cutting-edge tools to inspire future innovators.
  - Diversity and Inclusion:** Expanding access to STEAM for underrepresented groups.
  - Preparing for the Future:** How STEAM builds essential skills for tomorrow's careers.
  - Industry Partnerships:** Collaborations between schools and industries bridging classroom learning with real-world applications.

**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
February 27	April 18	April 24
September 29	November 3	November 10