



2025 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

## Technology & innovations for aging well

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

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Since advanced age can make Canadians more susceptible to adverse health outcomes, protecting older populations is essential for boosting community health. This special feature highlights the important contribution of our elders to the well-being of our society and how, through financial planning, medical support, and other measures and initiatives, Canadian elders can be ensured a safe, healthy, and engaged life.

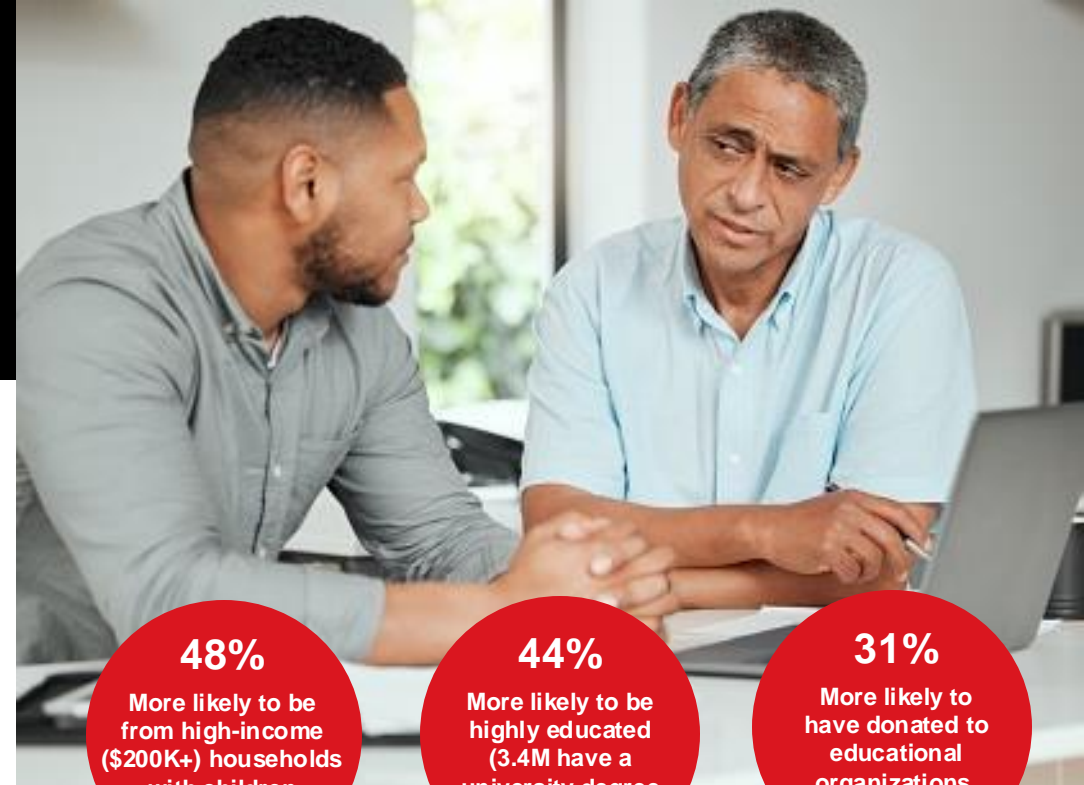
**Proposed topic highlights:**

- TECHNOLOGY & INNOVATION** — Services and products boosting outcomes for seniors.
- FINANCE** — Financial planning and resources to ensure economic stability and security for seniors.
- SUPPORT** — Sources and advice for enhancing safety and well-being.
- ADVOCACY** — Supporting older Canadians in making informed choices and achieving a better quality of life.
- IMPACT** — Seniors making a difference in their communities.

**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
April 28	June 2	June 9