

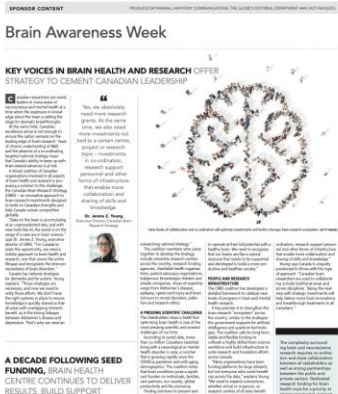


2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

The Future of Hearing Health

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

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Hearing loss significantly impacts the Canadian population, with approximately 60% of adults experiencing some degree of hearing loss. As research continues to link untreated hearing loss to cognitive decline, social isolation, and reduced workplace productivity, early detection and intervention are more critical than ever. This special feature explores how innovations in hearing devices, patient care, and industry partnerships are shaping the future of hearing health. Strategically times for International Week of the Deaf in Canada and International Day of Sign Languages (IDSL) in 2025 and World Hearing Day in 2026.

Proposed topic highlights:

Hearing Technology Advancements: Exploring the latest in hearing aid technology, including smarter, more discreet devices that offer clearer, more natural sound for all ages.

The Impact of Early Intervention: Highlighting the benefits of early diagnosis and treatment for hearing loss, and how proactive care can significantly improve a person's quality of life.

Patient-Centered Care: Spotlighting personalized care approaches, emphasizing the importance of listening to patients' unique needs and offering tailored hearing solutions.

Industry Partnerships for Progress: Showcasing collaborations between hearing professionals, manufacturers, and healthcare systems to push the boundaries of what is possible in hearing health and ensure greater access to care.

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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
July 29	September 16	September 23
January 19	February 24	March 3, 2026