



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Organic Month

Celebrating Canada's Organic Movement

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



As consumer demand for transparency, sustainability, and wellness continues to grow, Canada's organic sector is thriving. Published to coincide with Organic Month in co-operation with the Canada Organic Trade Association (COTA), this special feature will highlight how organic farming, products, and practices are helping build a healthier, more environmentally responsible future. From soil innovation to supply chain integrity, the feature will explore how Canadian businesses, farmers, and consumers are working together to support organics at every level.

Proposed topic highlights:

- Organic Innovation** - Showcasing advancements in organic farming practices and sustainable technologies.
- Consumer Education** - Informing Canadians about the benefits of organic products and how to identify certified labels.
- Community Engagement** - Encouraging local events, workshops, and programs that connect consumers with organic producers.
- Policy and Advocacy** - Highlighting efforts to support organic standards and strengthen national policies.
- Sustainable Growth** - Exploring how organic farming contributes to soil health, biodiversity, and climate resilience.

GET INVOLVED TODAY. CONTACT:

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Content produced by Randall Anthony Communications, a Globe-approved provider



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 28	September 8	September 15