



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

A Sustainable Future

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

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As environmental challenges grow more complex, institutions, businesses, and governments are being called to take meaningful action toward a more sustainable future. This special feature will explore how Canadian organizations are leading in sustainability, addressing climate change, and building a greener, more equitable world. From circular economy models and carbon reduction strategies to community education and Indigenous stewardship, this report will spotlight efforts creating real impact.

- Proposed topic highlights:**
- Low-Carbon Leadership:** How campuses and organizations are reducing emissions and investing in climate resilience.
 - Green Innovation:** Technologies and strategies driving sustainable operations across sectors.
 - Indigenous Stewardship:** Honouring Indigenous knowledge and leadership in conservation and land management.
 - The Circular Economy:** Redesigning production and consumption for minimal waste and maximum reuse.
 - Education for Sustainability:** Empowering learners with the tools to lead change locally and globally.
 - Partnerships for the Planet:** Collaborative approaches between academia, business, and community advancing environmental solutions.

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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 1	August 12	August 19