



2026 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

## Leadership in Mining & Exploration

Showcasing Innovation, Sustainability and Global Impact

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From critical minerals to clean tech, Canada's mining sector is driving global innovation in resource development. Canadian organizations are leading with sustainable practices, advanced exploration, and strategic partnerships to meet rising international demand. This special feature will spotlight the key players, trends, and breakthroughs defining the industry's next chapter. Strategically timed for National Mining Week in May and National Mining Day in September.

### Proposed topic highlights:

**Innovation in Action:** Cutting-edge technologies transforming efficiency, safety, and discovery across mining operations.

**Sustainable Development:** Efforts to reduce environmental impact and support long-term ecological health.

**Indigenous Collaboration:** Building economic opportunity and strengthening partnerships with Indigenous communities.

**Global Influence:** The role of Canadian companies in setting international standards for responsible mining.

**Critical Mineral Strategy:** How Canada is securing supply chains for EVs, clean energy, and advanced technologies.

**Talent and Training:** Investing in workforce development to meet evolving labour and innovation demands.

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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+

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Deadline

Material Deadline

Publishing Date

March 6

April 17

April 24

August 5

September 23

September 30