



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Reframe aging as Canada's advantage

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Canada is experiencing a profound demographic shift: by 2030, one in four Canadians will be over the age of 65. As lifespans grow longer, older adults are emerging as a vital force in our economy, workplaces and communities. This special feature will explore how reframing age can unlock innovation, improve well-being and challenge outdated assumptions—highlighting the leaders, ideas and initiatives reshaping what it means to grow older in Canada.

Proposed topic highlights:

The longevity economy: Controlling more than 40% of the nation's disposable wealth, Canadians over 60 are driving both entrepreneurship and consumption of a dazzling array of goods and services – from real estate and automotive to travel and beyond.

Workforce advantage: Multigenerational workplaces are a proven competitive advantage known for knowledge transfer, innovation, productivity and higher ROI.

Health span: Exploring the science, habits, products and services that support active, healthy, engaged living well into later years.

Education: Why lifelong learning, upskilling and reskilling is an imperative.

Legacy and purpose: How Canadians are finding meaning and impact in their "next decades," from philanthropy and community service to knowledge sharing and entrepreneurship.

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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
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Deadline**

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