

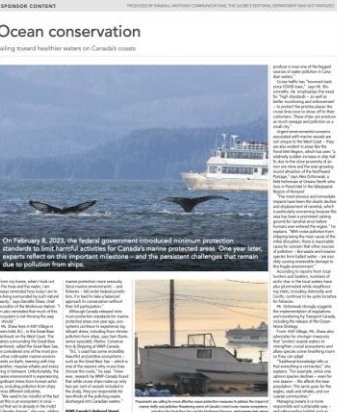


2025/26 NATIONAL INTEGRATED SPECIAL REPORT –  
DIGITAL AND NEWSPAPER

Water security

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

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Water security is a pressing global concern that affects all societies. The access to clean and safe water is crucial for human survival, yet this essential resource is under threat from factors such as climate change, population growth, and urbanization. Moreover, water plays a critical role in several industries such as agriculture and energy production, and ensuring the security of water supply is essential to their sustainability. Around the world, organizations are working to promote water security through innovative solutions, research, and advocacy. This special feature will take an in depth look at efforts across Canada that are working to innovate and improve water security.

- Proposed topic highlights:**
- INNOVATION** — Developing innovative technologies for water monitoring and management.
  - TRENDS** — Providing insights and solutions to address the most pressing water security challenges facing society today.
  - SUSTAINABILITY** — Supporting the sustainable management of water resources for future generations.
  - PARTNERSHIPS** — Bringing together experts from diverse fields such as hydrology, engineering, agriculture, economics, and policy.
  - CLIMATE CHANGE** — Studying the impacts of climate change on water availability and quality.

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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
October 17	November 28	December 5
January 30	March 13	March 20, 2026