



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

Building Canada’s Financial Confidence
Celebrating Financial Literacy Month – November 2025

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Financial literacy is the foundation for economic wellbeing — for individuals, families, and communities. Each November, Financial Literacy Month spotlights the tools, resources, and education needed to help Canadians make informed money decisions, manage debt, and plan for the future. This special feature will explore the programs, innovations, and expert advice shaping how Canadians of all ages build financial confidence, while showcasing the organizations leading the way in empowering smart, sustainable financial habits.

- Proposed topic highlights:**
- Money Skills for Every Stage of Life** – How financial literacy programs are tailored for youth, newcomers, retirees, and everyone in between.
 - Digital Tools for Smarter Decisions** – Apps, platforms, and fintech solutions helping Canadians track spending, invest wisely, and stay on budget.
 - Debt Management Strategies** – Expert insights into reducing debt, improving credit scores, and planning for long-term stability.
 - Investing for the Future** – Education on RRSPs, TFSA’s, and other wealth-building tools designed to help Canadians reach their goals.
 - Financial Wellness at Work** – How employers are supporting staff with money management resources, benefits, and workplace seminars.
 - Closing the Knowledge Gap** – The role of nonprofits, governments, and community organizations in ensuring financial literacy reaches all Canadians.

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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
September 15	October 27	November 3